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Destiny Massey

# SKILLS

• Social Media Strategy

 • Influencer Marketing

 • Content Creation (Video, Reels, UGC)

 • Brand Storytelling

 • Audience Engagement & Growth

 • TikTok, Instagram, Pinterest, Facebook

 • Campaign Analytics & Insights

 • Trend Spotting & Hashtag Strategy

# EXPERIENCE

## Dishwithdes, Florida*— CEO*

## Professional ExperienceFull-Time Digital Content Creator

* Self-Employed | Remote | 2020 – Present
* Built a personal brand around plus-size fashion, Disney lifestyle, and Florida-based travel & food content
* Partnered with leading fashion brands such as Shop Arula and ChicSoul for promotional campaigns
* Produced high-performing video content across TikTok and Instagram, generating over 1 million views
* Achieved a 5.45% engagement rate on Instagram and 6.89% on TikTok — significantly above industry average
* Designed and executed social campaigns including unboxings, story takeovers, and branded reels
* Managed end-to-end content production: ideation, filming, editing, captioning, scheduling
* Created Pinterest boards driving over 125,000 monthly views and contributing to cross-platform traffic
* Delivered analytics and performance reports to brand partners and optimized content based on insights

# EDUCATION

## UCF, Orlando *— Education*

## *University of Central Florida*

## *Bachelor’s Degree in Human Communication (Marketing Focus)*

# AWARDS

* First-ever entrepreneur of the year award 2017
* Scoutterrific family award 2019
* Top 40 Orlando influencer of 2025
* Top 40 travel influencer of 2025