
MARISA MILLER-JAUREGUI

CONTENT CREATOR & SOCIAL MEDIA SPECIALIST

📍 San Diego, CA
📞 805-345-9163
✉ MarisasMedia@yahoo.com



OBJECTIVE

Creative and dynamic social media manager & content creator specialist with a keen eye for detail and experience engaging audiences through driving brand awareness with video editing, influencer management, and content strategies. Passionate about creative storytelling and leveraging various social platforms to connect with audiences with a primary emphasis on tourism, hospitality & lifestyle.

EDUCATION

Masters Degree & Bachelors Degree
Cal State Northridge | 2013
Continued education: Digital Marketing courses

SKILLS

- Proficient in platforms including CapCut, Adobe Lightroom, InShot, and Canva.
- Content Creation: Experience creating visually appealing content across multiple platforms including Instagram, TikTok, Facebook, YouTube, Pinterest, & Threads.
- Personal success with TikTok pages in multiple niches with the highest at a 155K following.
- Experience in scheduling posts, analyzing social media analytics tools, and copywriting.
- High Personal Skills: strong ability to meet deadlines, adapt to personalities, & nourish partnerships with a pleasant disposition, and self-starter determined attitude.

EXPERIENCE

Freelance UGC Content Creator

Cree Jones Marketing & Consulting | 2024-present

- Collaborated with clientele including Hilton, San Diego's Little Italy, and East Village social media pages to create effective short-form content.
- Shot, edited, and delivered on-brand content aimed at increasing engagement, brand awareness, and growth across platforms.

Small Business UGC Content | 2023-present

- Coordinated, shot, & edited short-form video content for clients to develop creative concepts that aligned with a business's objectives

Influencer Marketing Content Creation

- Created influencer social media posts & pages-boasting a 7.4M 60-day viewership.
- Curated multiple partnerships with notable brands & clientele including Groupon, Hilton, Expedia, and 10+ tourism boards.

Social Media Management/Content Creator

RML Designs | 2015 - 2024

- Content creation including photos, video shooting/ editing, and graphics creation communicating a brand identity
 - Monitored social media trends, analytics, and competitor activities to identify opportunities for content optimization and audience growth
-