



STEPH SISLER

SOCIAL MEDIA SPECIALIST

ABOUT ME

Content strategist and storyteller with 10+ years of experience turning complex ideas into clear, engaging narratives. Skilled at leading multi-platform content initiatives, building thought leadership, and supporting sales pipelines through compelling copy, video, and social campaigns. Experienced in B2B tech and SaaS, with a background in journalism that brings sharp editorial instincts and strong writing. Adept at balancing creativity with data—using SEO, analytics, and trend insights to create content that resonates and drives results.

SKILLS

- **Social Media and Content Creation**
- Multi-platform content creation and management (Instagram, TikTok, LinkedIn, YouTube, Facebook)
- Content ideation, planning, publishing, and calendar management
- Community management, engagement monitoring, and reporting
- Trend research and pop culture analysis
- **Content Production and Technical Skills**
- Video editing (CapCut), graphic design (Canva), and visual asset coordination
- Video filming, on-camera content creation, and creative brainstorming
- Social media analytics, performance tracking, and campaign support
- Cross-platform optimization and brand consistency maintenance
- **Collaboration and Organization**
- Cross-functional team collaboration and content project coordination
- Administrative task management, asset organization, and client account support
- Strong attention to detail with ability to work in fast-paced creative environments

CONTACT

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- Ontario, Canada

CONTENT PORTFOLIO

- Portfolio

EDUCATION

- Journalism & Non-Fiction Writing Certificate - Mohawk College
- Social Media Marketing Diploma - George Brown College

EXPERIENCE

TheSoul Publishing: PT Remote Creator (July 2025 - Present)

- Create long-form video content for YouTube channel with global audience reach
- Execute on-camera performance for educational and lifestyle content
- Collaborate with production teams to deliver high-quality video content

Firm Five Accounting: Contracted Social Media & Lead Gen Specialist (March 2025-July 2025)

- Managed LinkedIn and Instagram accounts for B2B accounting firm
- Created social media content including graphics, captions, and video content
- Developed content strategies that position executives as thought leaders
- Tracked social media performance and optimize content based on analytics
- Lead generation through Linkedin outreach

AgencyAnalytics Social Media Content Creator (January 2024 - June 2025)

- Supported content creation across TikTok, Instagram, Facebook, LinkedIn, and YouTube platforms
- Participated in brainstorming and developing content concepts for SaaS technology brand
- Assisted with video editing using CapCut and coordinated visual assets for social campaigns
- Conducted trend research and monitored social media conversations to inform content strategy
- Collaborated with marketing team to support lead generation and brand awareness initiatives

Outgive Inc: Social Media Specialist (Oct 2022 - Mar 2024)

- Assisted in developing content strategies for executives across multiple industries
- Supported content creation across LinkedIn, TikTok, Instagram, Twitter, and Facebook
- Participated in brainstorming sessions and helped develop creative concepts for client campaigns
- Coordinated content calendars and maintained asset organization for multiple client accounts
- Conducted research on pop culture moments and social trends to inform content direction

Sparkrock: Content Creator (March 2022 - June 2024 (Part-time)

- Supported B2B content creation for tech company across social media platforms
- Assisted with translating complex technical concepts into accessible social content
- Collaborated with product teams to ensure content accuracy and brand alignment
- Helped organize content assets and maintain brand consistency across platforms

West Niagara News: Reporter and Content Creator (2005 - 2014)

- Supported content creation including interviews, writing, and video production
- Developed strong organizational skills managing multiple content projects simultaneously
- Collaborated with editorial team to maintain content quality and meet deadlines
- Assisted with community engagement and event coverage for local news organization