

SIERRA KANE

sierrakaneportfolio.com

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Education

California State University, Fullerton

Bachelor of Arts, Communications emphasis in Advertising, minor in Human Communication
May 2014

- DGWB Advertising Scholarship recipient
- 72 & Sunny Creative Boot Camp

Experience

Social Media Coordinator | Media Design & Marketing

Los Angeles, CA - May 2015-Current

- Creates daily content for various clients—including copy, graphics, videos, and contests
- Interacts with the online communities and responds to messages & reviews
- Manages clients' requests gracefully while working under tight deadlines

Social Media Specialist | Barker Advertising & Interactive

New York & Los Angeles | September 2014-February 2015

- Developed content, wrote for, and managed Barker's social outlets (i.e. Twitter, Instagram, LinkedIn, and Barker's blog)
- Used Hootsuite and additional social analytics to review posts and optimize accordingly

Creative/Digital Content Coordinator | Barker Advertising & Interactive

New York, NY - May 2014-December 2014

- Propelled copywriting, strategy, and digital projects into motion at this fast paced, award-winning, creative agency
- Wrote copy and brainstormed concepts for print, OOH, direct mail, B2B, and digital mediums
- Worked on major brands including NBC, Miele, Teamson, Custom Ink, IDB Bank, and CAR
- Built copy decks, managed and updated copy on digital platforms

Marketing Intern | The Lindy Loft

Los Angeles, CA January 2014-May 2014

- Improved strategy with research of the market, trends, and competitors
- Increased foot traffic with advertising tactics and promotions
- Enhanced customers experiences by developing a customer survey

Skills

- Excellent written and oral communication—I love pitching and presenting
- Proficient in Social Media Marketing (i.e. Facebook, Twitter, Instagram, and Blogs)
- Skilled at MS Word, MS Excel, Adobe Photoshop, Adobe InDesign, and Prezi

Life

I am a passionate person who genuinely loves the advertising. I also enjoy improving my swing dancing, traveling to new places, writing and acting with friends, playing strategy-based board games, instagramming vintage fashion, getting inspired by TED talks, and teaching comedy improv.