

Davanna Law

Social Media Management & On Camera Talent Development

New York / New Jersey
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EXPERIENCE

Fuzzy Pet Health, Remote — Social Media Manager

March 2022 - Dec 2022 : Promoted from coordinator to manager in August 2022

Manage seven platforms with individual strategies, Create monthly content calendar, Manage team of creators and develop briefs for monthly content pieces, 1:1 camera training for longform videos, Assist with influencer marketing, Report weekly analytics for all platforms

SweatConnected, New York — Social Manager & Data Analyst

November 2022- Present

Manage the content calendar and analytics for four main platforms, Develop strategy for IRL influencer events and content, Assist in retail design and online promotion, Manage Social Media Coordinator and oversee their content, Report number packages for investors

Openfit, New Jersey — On Demand Professional

December 2020 - May 2022

Create and produce workouts that thrive on the Openfit App, Create social content across multiple platforms for self promotion and company brand awareness, Communicate and create with all aspects of production

Flywheel Sports, New York — Social Media Associate

October 2019 - March 2020

Create, execute, and adjust monthly content calendar needs based off of company promotions and in-studio events

305 Fitness, New York — Social Media Associate

April 2017 - November 2018

Learn and express understanding of unique brand message, communicate directly with Founder, demonstrate a “start-up” mentality in all aspects of the job

PLATFORMS

Experience — Relevant platforms for social planning, data reporting, content editing, and influencer marketing

Asana, Figma, Sprout Social, Hashtag Paid, Lionize, LinkTree, Adobe LR, CreatorQI, Canva, InShot, AirBrush

Overview

With over four years of experience in social media management and content creation, I am eager to contribute my unique skill set while growing alongside an innovative team. I am seeking full time employment that thrives in collaboration and appreciates a healthy dedication to creating exceptional work.

SKILLS

Content Creation & Data Analysis, Monthly Content Calendar Creation and Campaign Ideation, Influencer Marketing,

Excellent Presentation, Communication and Written Skills, Proactive and Adaptable, Team Player

EDUCATION & CERTIFICATIONS

AMDA NYC
Sprout Social Certified
TikTok Engagement Level 1
NASM CPT
Certified Heart Rate Specialist
CPR Certified

FUN FACTS

I cheered in the NFL for three seasons with the New York Jets.

I sang opera in college and still love to play golf.

I have a passion for chocolate chip cookies and have tried over 50 different recipes throughout Manhattan..that’s an ongoing venture.