

# Heaven Savage

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## SUMMARY

Creative and driven Digital Marketing & Content Creator with over 2 years of hands-on experience in developing engaging social media content and enhancing brand visibility. Proven ability to produce high-quality video content and implement effective social media strategies that foster community engagement. Strong analytical skills allow assessment of content performance and optimization of future marketing initiatives. Enthusiastic about leveraging creative storytelling to strengthen brand identity and customer relationships.

## EXPERIENCE

### Content Creator

January 2025 - Present

Student Innovation Lab

Remote

In this role, developed multimedia content strategies for diverse social media platforms while fostering audience interaction. Key contributions include analysis of social metrics and decision-making on content amends based on feedback.

- Developed engaging multimedia content for various social media platforms, increasing audience engagement by 30%.
- Created and edited short-form videos for promotional campaigns, enhancing the brand's visibility and storytelling.
- Conducted audience research to tailor content to specific demographics, improving interaction rates across platforms.
- Collaborated with team members to brainstorm innovative content ideas, resulting in a 25% increase in follower growth.
- Analyzed social media performance metrics to refine content strategies and enhance engagement.
- Managed social media accounts, ensuring consistent brand messaging and identity.

### Social Media Marketing Intern

September 2024 - December 2024

University Project

San Jose, CA

Provided support for social media initiatives at San Jose State University, helping shape the online presence through effective video marketing and strategic planning.

- Assisted in creating video content for university events, increasing event attendance by 20% through effective social media promotion.
- Developed a comprehensive social media strategy that streamlined content posting and engagement tracking.
- Participated in workshops focused on video production and editing, enhancing technical skills in content creation.
- Conducted market research to identify trending topics for social media content, boosting audience interaction.
- Collaborated with marketing teams to align content with overall branding goals and objectives.
- Presented findings on content performance metrics to stakeholders, informing future marketing strategies.

## LEADERSHIP & AWARDS

- Dean's List, San Jose State University, 2024
- First Place, University Video Contest, 2025

## EDUCATION

### Bachelor of Arts in Communication

2026

San Jose State University GPA: 3.8

San Jose, CA

**Coursework:** Digital Marketing, Video Production, Social Media Strategy, Audience Engagement

## CERTIFICATIONS

- Google Analytics for Beginners 📅 2025
- Social Media Marketing Certification, HubSpot Academy 📅 2025

## TECHNICAL SKILLS

- Video Editing Tools:** Adobe Premiere Pro, Final Cut Pro, iMovie
- Social Media Platforms:** Facebook, Instagram, TikTok
- Analytics Tools:** Google Analytics, Hootsuite, Buffer
- Content Management Systems:** WordPress, Squarespace, Wix
- Graphic Design Software:** Canva, Adobe Photoshop, Illustrator
- Communication Tools:** Slack, Microsoft Teams, Discord
- Collaboration Methods:** Brainstorming Sessions, Feedback Loops, Agile Methodology
- Research Techniques:** Surveys, Focus Groups, Online Research
- Email Marketing Tools:** Mailchimp, Constant Contact, SendinBlue

- **SEO Expertise:** Keyword Research, Backlinking, On-page SEO

**SKILLS**

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- Video Production
- Digital Marketing Analytics
- Brand Storytelling
- Independent Working
- Social Media Strategy
- Creative Storytelling
- Trend Analysis
- Multimedia Editing
- Content Creation
- Community Engagement
- Metrics Interpretation
- Campaign Coordination
- Audience Analysis
- Content Optimization
- Project Management
- Research Techniques

**PROFESSIONAL AFFILIATIONS**

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- Member, Digital Media Club, San Jose State University
- Volunteer, Local Community Events Social Media Team

**LANGUAGES**

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- English (Native)
- Spanish (Intermediate)

**ADDITIONAL INFORMATION**

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**Work Status** : Authorized to work in United States. No sponsorship required.

**REFERENCES**

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AVAILABLE ON REQUEST