

# Ngoc Ballard

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## SUMMARY

Dedicated content creator with over four years in social media management. Skilled at crafting engaging narratives, particularly on Instagram and TikTok. Developed innovative audience-centric campaigns that enhance online presence. Passionate about storytelling, capturing real-time moments, and employing video production techniques to promote brand engagement. Committed to analyzing trends and metrics to inform creative strategies. Eager to bring fresh perspectives and collaborative spirit to elevate brand visibility while working closely with dynamic teams.

## EXPERIENCE

### Social Media Content Creator

January 2025 - Present

Creative Media Agency

Los Angeles, CA

Contribute as a social media content creator driving engagement through innovative strategies. Focus on platforms like Instagram and TikTok, attending events and capturing real-time experiences.

- Crafted compelling visual stories through unique video content that captured audience attention and reflected brand values.
- Executed high-impact content strategies for social media, resulting in increased follower engagement and audience growth.
- Partnered with marketing teams to align content creation with broader promotional campaigns for consistency and impact.
- Engaged actively with audience feedback on platforms, fostering community loyalty through responsive interaction.
- Utilized analytical tools to measure content performance and make data-informed adjustments for higher engagement rates.
- Captured behind-the-scenes footage during events, transforming spontaneous moments into shareable brand content.

### Junior Content Creator

June 2023 - December 2024

Digital Marketing Firm

Seattle, WA

Supported content creation efforts focusing on building meaningful connections with audiences across digital platforms.

- Assisted in developing engaging content that emphasized storytelling, contributing to team goals of connecting with the target audience.
- Optimized social media campaigns based on audience insights, achieving noticeable improvements in interaction levels.
- Collaborated closely with designers to craft eye-catching graphics that enhanced narrative consistency underpinning our messaging.
- Conducted comprehensive research that informed content strategy decisions, ensuring relevance to shifting social media trends.
- Actively engaged with online communities to promote brand affinity, enhancing overall customer relationships and trust.
- Participated in brainstorming sessions, generating successful ideas which later became part of the brands' core campaign themes.

## LEADERSHIP & AWARDS

- Dean's List, University of Denver, 2024
- Winner, University Social Media Challenge, 2025

## EDUCATION

### Bachelor of Arts in Communication

2026

University of Denver GPA: 3.8

Denver, CO

*Coursework: Media Studies, Digital Marketing, Public Relations, Visual Communication*

## CERTIFICATIONS

- Social Media Marketing Certification 📅 2025
- Video Production Fundamentals 📅 2025

## TECHNICAL SKILLS

- **Social Media Platforms:** Instagram, TikTok, Facebook
- **Video Editing Software:** Adobe Premiere Pro, Final Cut Pro, iMovie
- **Content Management Tools:** Hootsuite, Buffer, Sprout Social
- **Analytics Tools:** Google Analytics, Instagram Insights, TikTok Analytics
- **Graphic Design Software:** Canva, Adobe Spark, Photoshop
- **Success Measurement Units:** Key Performance Indicators, Audience Growth Metrics, Engagement Rates
- **Project Management Tools:** Trello, Asana, Monday.com

- **Storytelling Frameworks:** Hero's Journey, AIDA, Story Arc
- **Responding to Trends:** Influencer Collaborations, Trend Monitoring, Viral Content Techniques
- **Communication Strategies:** Email Campaigns, Direct Messaging, Live Streaming

**SKILLS**

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- Social Media Management
- Audience Engagement
- Event Coverage
- Digital Publishing
- Content Creation
- Analytics
- Brand Development
- Creative Collaboration
- Videography
- Creative Writing
- Trend Analysis
- Visual Content
- Storytelling
- Editing
- Marketing Strategy
- Photography

**PROFESSIONAL AFFILIATIONS**

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- Member, University Digital Media Club, 2024-Present
- Volunteer, Local Community Arts Program, 2023-Present

**LANGUAGES**

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- English (Native)
- Spanish (Proficient)

**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