



Tariq Stanley

Creative Content Creator

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SUMMARY

Creative content creator with over 2 years in developing engaging digital narratives for fashion and lifestyle brands. Known for visual storytelling through innovative short-form videos on platforms like TikTok and Instagram. Adept at analyzing trends, adapting them to enrich brand visibility and identity. Proven ability to collaborate effectively on moodboards and campaign calendars ensures consistency in visuals across various channels. This role involves strong creative input and the foresight needed to drive engagement and increased brand recognition.

STRENGTHS

- Creativity**
Developed unique campaign visuals that resonated deeply, resulting in notable audience engagement.
- Adaptability**
Shifted strategies based on trending themes, keeping content fresh and relevant in a competitive market.
- Collaboration**
Worked closely with cross-functional teams to develop integrated marketing approaches that drove brand loyalty.
- Trend Analysis**
Regularly analyzed emerging digital trends, adapting them into effective content strategies that stood out.
- Technical Skills**
Leveraged tools like CapCut and Canva to produce professional-grade video content swiftly and efficiently.

SKILLS

Content Creation

Social Media Strategy

Video Editing | Trend Analysis

Visual Storytelling

Aesthetic Development

Brand Growth | Creative Leadership

Campaign Development

Collaboration Skills

EXPERIENCE

Junior Content Creator

TrendSetter Agency | January 2025 - Present | New York, NY

Support ongoing social media content initiatives by driving creative vision within a dynamic team. Focused on leveraging trends to amplify brand exposure and audience loyalty.

- Executed 50+ unique social media concepts enhancing visibility and consumer interaction.
- Produced compelling TikTok and Instagram Reels, elevating follower engagement significantly.
- Conducted trend analysis to inform strategic adjustments, keeping the brand ahead in the fast-paced fashion landscape.
- Collaborated on diverse moodboards ensuring cohesive aesthetics in branding efforts.
- Pioneered strategy adjustments that boosted overall brand awareness among target demographics.
- Utilized CapCut and Canva for high-quality video editing, impacting content effectiveness.

Content Intern

Chic Designs | June 2024 - December 2024 | Los Angeles, CA

Gained foundational experience in the content creation field, working with designers and marketers to deliver captivating digital assets for fashion campaigns.

- Assisted in curating visuals for new product lines, contributing to successful marketing launches.
- Crafted engaging posts aligned with seasonal trends, bolstering brand voice and aesthetic.
- Supported development of promotional graphics, optimizing for social media performance.
- Monitored engagement metrics proffering insightful recommendations for content strategies.
- Engaged in collaborative brainstorming, generating fresh and appealing ideas for upcoming campaigns.
- Partnered with design teams to create impactful moodboards articulating brand direction.

LEADERSHIP & AWARDS

- Dean's List, University of California, Los Angeles, 2024
- Best Creative Project, UCLA Marketing Competition, 2025

EDUCATION

Bachelor of Arts in Marketing

University of California, Los Angeles | GPA: 3.8 | 2026 | Los Angeles, CA

Coursework: Consumer Behavior, Digital Marketing, Brand Management, Visual Communication

CERTIFICATIONS

- Social Media Marketing Certification | 2025
- Digital Content Creation Certificate | 2025

TECHNICAL SKILLS

- Video Editing Software:** CapCut, Adobe Premiere Pro, Final Cut Pro

Market Research Graphic Design

Digital Marketing

Audience Engagement

Project Management

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



● Junior Content Creator at TrendSetter Agency (1.4 Years)

● Content Intern at Chic Designs (6 Months)

- **Social Media Platforms:** Instagram, TikTok, Facebook
- **Content Management Systems:** WordPress, Squarespace, HubSpot
- **Graphic Design Tools:** Canva, Photoshop, Illustrator
- **Analytical Tools:** Google Analytics, Hootsuite Insights, Buffer
- **Collaboration Tools:** Slack, Google Workspace, Trello
- **Digital Marketing Frameworks:** SEO, SEM, SMM
- **Branding Strategies:** Identity Development, Style Guides, Brand Audits
- **Visual Communication:** Infographics, Mood Boards, Presentation Graphics
- **Networking Platforms:** LinkedIn, Meetup, Eventbrite

PROFESSIONAL AFFILIATIONS

- Member, UCLA Fashion Club, 2022 - Present
- Volunteer, Fashion for a Cause, 2023

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST