

Linh Wiggins

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SUMMARY

Creative professional with over six years of experience in social media content creation and digital marketing. A track record exists in producing high-performing, platform-native video content across TikTok, Instagram, YouTube, and Pinterest. Equipped with strong capabilities in advanced editing tools like Final Cut Pro and Adobe Premiere, collaboration thrives alongside cross-functional teams to enhance brand visibility. This role fosters the identification of emerging trends, crafting narratives that truly resonate with diverse audiences. Passion for storytelling drives a commitment to creating engaging, snackable content tailored to audience preferences.

EXPERIENCE

Social Content Creator

April 2021 - Present

Creative Innovations Agency

Los Angeles, CA

Manage videos tailored for trending platforms like TikTok and Instagram, creating compelling processes for high-volume content generation. Through collaboration and trend analysis, ensure alignment with cultural movements while optimizing materials for performance metrics, enhancing user engagement significantly.

- Produced over 100 impactful videos for various social media channels, boosting audience interaction significantly.
- Collaborated closely with social strategists, utilizing trending formats for brand alignment with modern cultural dynamics.
- Conducted ongoing content optimization based on insights, achieving improved viewer retention rates.
- Oversaw end-to-end content production, skillfully navigating from initial concepts through final edits using industry-standard tools.
- Developed text overlays and motion graphics, further elevating content quality and overall viewing experience.
- Actively participated in real-time content development during product launches, ensuring swift delivery of engaging visuals.

Content Producer

January 2019 - March 2021

Digital Media Solutions

New York, NY

Contributed innovative ideas that drove audience reach while creating social media video content. Collaborated with influencer partnerships to amplify brand voices, merging strategic inputs with creative outputs, ultimately improving campaign effectiveness and interaction rates.

- Created notable social media video content that effectively increased brand awareness on various platforms.
- Worked with influencers to broaden content reach, driving significant audience engagement.
- Applied regular testing strategies to improve video content formats, continuously refining approaches based on data-driven insights.
- Initiated brainstorming sessions, giving rise to innovative campaign ideas well aligned with targeted demographics.
- Developed an organized content calendar that streamlined workflows, resulting in timely production deliverables.
- Engaged collaboratively with team members to maintain a positive and creative working environment.

Junior Content Editor

June 2016 - December 2018

NextGen Media

Austin, TX

Assisted in producing captivating social media content aimed at increasing follower growth. Actively engaged in strategy discussions while conducting research into emerging trends, fostering enhanced audience interactions through compelling marketing materials.

- Supported a content team that saw a notable increase in followers across major platforms through effective social media contributions.
- Edited videos using CapCut and iMovie aligning them consistently with brand messaging.
- Participated in weekly meetings focused on content strategy, providing insights backed by extensive research.
- Aided the creative team in developing standout marketing materials for various campaigns directed at target markets.
- Performed detailed research on industry trends, informing strategies aimed at boosting viewer engagement.
- Coordinated with marketing departments to ensure alignment with performance goals.

LEADERSHIP & AWARDS

- Dean's List, University of California, Los Angeles, 2015-2016
- Best Video Campaign, NextGen Media, 2018

EDUCATION

Bachelor's Degree in Communications

2016

University of California, Los Angeles GPA: 3.8

Los Angeles, CA

Coursework: Media Studies, Digital Marketing, Social Media Strategy, Visual Communication

CERTIFICATIONS

- Certificate in Digital Marketing 📅 2026
- Certified Content Marketer 📅 2026

TECHNICAL SKILLS

- **Video Editing Software:** Final Cut Pro, Adobe Premiere, CapCut, iMovie
- **Social Media Platforms:** TikTok, Instagram, YouTube, Pinterest
- **Content Management Systems:** WordPress, Squarespace
- **Analytics Tools:** Google Analytics, Facebook Insights
- **Graphic Design Tools:** Canva, Photoshop, Illustrator
- **Communication Tools:** Slack, Trello, Asana
- **Workshop Facilitation:** Mind Mapping, Brainstorming, Strategic Planning
- **Digital Marketing Frameworks:** SEO, SEM, Content Marketing
- **Collaboration Technologies:** Zoom, Microsoft Teams, Google Meet
- **Presentation Software:** PowerPoint, Keynote

SKILLS

- Video Editing
- Brand Storytelling
- Instagram
- Creative Thinking
- Content Strategy
- Adobe Creative Suite
- YouTube
- Cultural Trends
- Social Media Marketing
- Final Cut Pro
- Pinterest
- Performance Optimization
- Trend Analysis
- TikTok
- Collaboration
- Audio/Visual Production

PROFESSIONAL AFFILIATIONS

- Member, Digital Marketing Association, 2023 - Present
- Volunteer, Community Arts Project, 2022 - Present

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST