

# Heaven Savage

## Social Media and Content Coordinator

☎ (608) 555-7429

✉ [heaven.savage@example.com](mailto:heaven.savage@example.com)

🌐 [linkedin.com/example/heavensavage](https://linkedin.com/example/heavensavage)

📍 Madison, WI 53703

### STRENGTHS

- 🗣 **Audience Engagement**  
Monitored simulated comments and messages, then routed questions carefully. One clear response often kept a campaign conversation moving.
- 📅 **Content Coordination**  
Managed calendars, briefs, assets, and reviews across student teams. Shared checklists made handoffs calmer and easier.
- ♥ **Clear Writing**  
Adapted one campaign story for social, email, and web channels. Faculty feedback helped sharpen wording and audience fit.
- 📊 **Analytical Thinking**  
Reviewed campaign data and audience behavior, then suggested practical content tests. Reporting became a useful decision tool.
- 👥 **Remote Collaboration**  
Used Google Workspace across different schedules and kept deadlines visible. Teammates could see what needed attention next.

### SKILLS

Social media management

Content creation

Content scheduling

Audience engagement

Digital communications

Campaign support

Fundraising content

Social monitoring

Monthly reporting

Written communication

Media outreach tracking

### SUMMARY

Early career communications candidate with supervised university experience creating **digital content**, scheduling social posts, supporting fundraising campaigns, maintaining blog and **website pages**, and reporting campaign performance. Built platform specific content for Facebook, Instagram, TikTok, and LinkedIn, with Canva assets and Google Workspace workflows supporting distributed teams. Practiced audience engagement by monitoring comments and messages, drafting responses, and routing inquiries through clear escalation processes. Academic projects included **media outreach** tracking, **campaign timelines**, content management, analytics interpretation, and mission driven communication scenarios. Organized work habits support independent remote delivery, thoughtful feedback, and collaboration across schedules. Ready to apply strong writing, careful coordination, and growing digital marketing knowledge in a supportive communications environment.

### EDUCATION

#### Bachelor of Arts in Communication

University of Wisconsin Madison 🎓 GPA: 3.8 📅 2026 📍 Madison, WI

**Coursework:** *Digital communication, social media strategy, campaign planning, audience analytics*

### TECHNICAL SKILLS

- **Social Platforms:** Facebook, Instagram, TikTok, LinkedIn
- **Content Management:** Blog content, Website updates, Content management tools
- **Graphic Design:** Canva, Visual hierarchy, Campaign assets
- **Digital Campaigns:** Campaign planning, Fundraising campaigns, Campaign timelines
- **Analytics and Reporting:** Audience analytics, Monthly reporting, Performance tracking
- **Google Workspace:** Google Docs, Google Sheets, Google Drive
- **Audience Engagement:** Comment monitoring, Message response, Inquiry routing
- **Email Communications:** Email copy, Email campaigns, Message consistency
- **Media Outreach:** Media outreach tracking, Relationship tracking, Follow up tracking
- **Remote Collaboration:** Distributed teams, Cross time zone collaboration, Shared reviews

### EXPERIENCE

#### Social Media and Content Coordinator, Capstone

Academic Research 📅 January 2026 - May 2026 📍 Madison, WI

Supervised capstone role supporting a simulated social impact organization through integrated social, email, web, and fundraising communications. Coordinated content production, audience responses, analytics reporting, asset reviews, and shared approvals within a distributed student team.

- Built an integrated campaign plan connecting **social media, email**, web, and fundraising messages.
- Scheduled platform specific content for **Facebook, Instagram**, TikTok, and LinkedIn using shared calendars.
- Produced Canva graphics from campaign briefs, keeping visual hierarchy and message themes consistent.
- Monitored simulated comments and messages, routing donation and media inquiries through an escalation matrix.
- Analyzed engagement and click data in **monthly reports**, recommending practical content adjustments for future cycles.
- Coordinated **Google Workspace** reviews, deadlines, approvals, and presentation readiness across distributed teammates.

#### Digital Campaign and Analytics Researcher

University Project 📅 September 2025 - December 2025 📍 Madison, WI

## Content management tools

### Remote collaboration

#### Google Workspace

#### Website updates

## LANGUAGES

English Native

Spanish Beginner

## MY CAREER



● Social Media and Content Coordinator, Capstone at Academic Research (4 Months)

● Digital Campaign and Analytics Researcher at University Project (3 Months)

● Remote Social Content Coordinator at Course Project (4 Months)

University project role focused on **mission driven** campaign planning, content adaptation, website maintenance, audience analysis, media outreach tracking, and stakeholder reporting. Presented findings, applied feedback, and documented editorial decisions for final review.

- Defined audience segments, campaign objectives, content themes, and measurement questions before production began.
- Drafted social, email, and **web** copy while preserving consistent campaign **messaging** across channels.
- Updated course content pages and sample blog posts, checking links, formatting, accuracy, and status.
- Evaluated analytics datasets to interpret **audience behavior** and summarize monthly campaign findings for stakeholders.
- Created a **media outreach** tracker recording relationship status, follow up needs, and campaign information.
- Presented recommendations to faculty and classmates, then documented revisions after receiving editorial **feedback**.

### Remote Social Content Coordinator

Course Project 📅 January 2025 - May 2025 📍 Remote

Remote supervised project simulating weekly social operations for a community initiative.

Managed content drafts, platform adaptations, Canva graphics, audience response scenarios, deadlines, feedback, and performance observations through Google Workspace.

- Managed weekly assignments, drafts, feedback, and publishing dates through **Google Workspace**.
- Wrote platform specific posts for Facebook, Instagram, **TikTok**, and **LinkedIn** from shared briefs.
- Designed simple **Canva** graphics for event and awareness content using approved campaign messaging.
- Maintained content calendars and asset checklists while coordinating handoffs across different schedules.
- Drafted audience responses that acknowledged questions and routed specialized inquiries to project contacts.
- Compiled performance observations into recommendations for future campaign tests and content decisions.

## PROJECTS

### Mission Driven Fundraising Campaign 📅 2026

Created a connected social, email, web, and fundraising campaign framework, with Canva assets, audience responses, and monthly performance recommendations.

### Digital Audience Analytics Study 📅 2025

Reviewed campaign datasets and audience behavior, then translated findings into clear reporting, content recommendations, and measurement questions for mission driven communication.

## LEADERSHIP & AWARDS

- Dean's List, 2025 to 2026
- Communication Department Digital Storytelling Recognition, 2026
- Student Social Impact Campaign Showcase Finalist, 2025

## CERTIFICATIONS

- Coursera Social Media Marketing Certificate 📅 2026
- Canva Design School Essentials Certificate 📅 2026
- Google Workspace Learning Center Productivity Coursework 📅 2026

## PROFESSIONAL AFFILIATIONS

- Campus Social Impact Network, Communications Volunteer, 2025 to 2026
- Student Media Association, Content Workshop Coordinator, 2025 to 2026
- Community Fundraising Project Team, Student Volunteer, 2025

## **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