



# Jisoo Barnett

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## SUMMARY

Energetic and creative Social Media Manager with over 3 years of expertise in building brand engagement through targeted content initiatives. Proven record in devising compelling visual narratives that resonate with audiences while emphasizing brand identity. Strong capabilities in content production, editing, and social media analytics, alongside notable photographic and videographic skills. Unwavering commitment to community engagement enhances digital presence across diverse platforms, driving customer growth and confidence.

## EXPERIENCE

### Social Media Manager & Photographer

April 2023 - Present

Creative Media Solutions

Los Angeles, CA

Oversee end-to-end management of social media platforms while producing engaging visual content. Foster collaboration among marketing teams to elevate brand presence digitally.

- Devised comprehensive social media strategies, resulting in a 40% increase in brand engagement within one year.
- Produced over 200 pieces of high-quality content, combining photography and videography for enhanced storytelling.
- Directed photoshoots effectively, maintaining brand aesthetics and high content quality.
- Used CapCut and Canva for editing, improving viewer retention by 30% across platforms.
- Scheduled consistent posts on Instagram, TikTok, and Pinterest, optimizing follower growth by 50%.
- Engaged actively with target communities to cultivate relationships with customers and improve loyalty.

### Social Media Coordinator

January 2021 - March 2023

Visionary Media Group

Chicago, IL

Supported social media campaigns reflecting brand ethos. Expertly created visual materials and content across platforms; emphasized interaction and audience growth.

- Collaborated on targeted social media campaigns, contributing to a 60% surge in audience reach.
- Created eye-catching promotional materials using Adobe Suite and Canva.
- Executed multimedia production during events, facilitating dynamic audience engagement.
- Worked with various teams to align content with product launches, enhancing promotional efforts.
- Performed social media audits to analyze performance metrics, shaping future strategy decisions.
- Compiled detailed reports on social media performance and informed key adjustments.

### Content Intern

June 2020 - December 2020

Digital Creations

Remote

Participated in the creation and publication of social media content, ensuring alignment with brand identity. Engaged audiences to enhance online interactions.

- Contributed to cohesive brand messaging through various social media platforms.
- Facilitated timely content scheduling and publication for campaigns.
- Enhanced customer relations through active engagement in audience interactions.
- Brainstormed innovative content ideas aligned with organizational goals during sessions.

## LEADERSHIP & AWARDS

- Dean's List, University of Illinois, 2023
- First Place, Campus Photography Competition, 2022

## EDUCATION

### Bachelor of Arts in Communication

2026

University of Illinois at Urbana-Champaign GPA: 3.8

Urbana-Champaign, IL

**Coursework:** Media Studies, Digital Marketing, Graphic Design, Photography

## CERTIFICATIONS

- Social Media Marketing Certification 📅 2026

- Photography Essentials 📅 2026

## TECHNICAL SKILLS

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- **Content Editing Tools:** CapCut, Canva, Adobe Suite
- **Social Media Platforms:** Instagram, TikTok, Pinterest, Facebook
- **Video Production:** Filming, Editing, Content Direction
- **Project Management Tools:** Asana, Trello, Monday.com
- **Graphic Design Software:** Photoshop, Illustrator, InDesign
- **Audience Engagement Metrics:** Google Analytics, Hootsuite, Sprout Social
- **Visual Storytelling Fundamentals:** Narrative Structuring, Nonlinear Editing, Cinematic Techniques
- **Photography Equipment:** DSLR Cameras, Lighting Kits, Stabilizers
- **Creative Process Methodologies:** Brainstorming, Mood Boards, Prototyping
- **Digital Marketing Strategies:** SEO, SEM, Email Campaigns

## SKILLS

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- Social Media Strategy
- Content Creation
- Photography
- Videography
- Adobe Suite
- CapCut
- Canva
- Community Engagement
- Performance Analytics
- Brand Development
- Online Campaigns
- Content Scheduling
- Customer Interaction
- Visual Storytelling
- Editing Techniques
- Trend Monitoring

## PROFESSIONAL AFFILIATIONS

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- Member, Communication Club, University of Illinois
- Volunteer, Local Animal Shelter Fundraising Events

## 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