

# Eleanor Hodges

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## SUMMARY

Creative and driven UGC Content Creator with experience in developing engaging short-form video content for social media platforms. Proven ability to connect with audiences through personal storytelling, enhancing brand visibility. Consistently delivers high-quality videos while meeting tight deadlines. Strong communication skills, complemented by a solid background in visual storytelling and digital content strategy. Passionate about leveraging innovative approaches to engage viewers effectively and contribute significantly to campaign success within collaborative team environments.

## EDUCATION

### Bachelor of Arts in Communication

Springfield University GPA: 3.8

2026

Springfield, IL

**Coursework:** Content Creation, Digital Marketing, Social Media Strategy, Public Relations

## TECHNICAL SKILLS

- **Video Editing Software:** Adobe Premiere, Final Cut Pro, DaVinci Resolve
- **Social Media Platforms:** Instagram, TikTok, Facebook
- **Content Management Systems:** Hootsuite, Buffer, Sprinklr
- **Analytical Tools:** Google Analytics, Facebook Insights, Instagram Insights
- **Digital Communication Tools:** Slack, Zoom, Microsoft Teams
- **Creative Design Tools:** Canva, Adobe Spark, Photoshop
- **Feedback Monitoring:** SurveyMonkey, Google Forms, Polldaddy
- **File Sharing Platforms:** Google Drive, Dropbox, OneDrive
- **Project Management Tools:** Trello, Asana, Monday.com
- **Training & Workshops:** Udemy, Coursera, LinkedIn Learning

## SKILLS

- Video Editing
- Social Media Strategy
- Content Creation
- Audience Engagement
- Digital Marketing
- Communication
- Video Production
- Shot Direction
- Trend Analysis
- Script Writing
- Impact Measurement
- Campaign Management
- Hashtag Utilization
- Visual Storytelling
- Platform Analytics
- Creative Ideation

## EXPERIENCE

### UGC Content Creator

January 2026 - May 2026

University Project

Remote

Led the creative production of daily short-form video content as part of a structured social media campaign. Used shot-by-shot guidance to ensure quality and clarity. Provided peer collaboration with creative direction for new concepts and approved scripts, facilitating an organized workflow that enhanced engagement across platforms.

- Created compelling video posts on Instagram and TikTok, tailored to audience interests over 30 days.
- Experienced in uploading daily unedited video files while maintaining shared Google Drive organization.
- Analyzed viewer feedback regularly to adapt content approach, enhancing viewer interaction.
- Utilized trending hashtags and captions strategically for improved discovery and audience reach.
- Demonstrated strong on-camera presence, exhibiting authentic storytelling in each creation.
- Collaborated efficiently with fellow creators to develop innovative ideas, strengthening overall content strategy.

### Social Media Marketing Intern

September 2025 - December 2025

University Project

Remote

Supported social media marketing efforts for a university organization, focusing on creating impactful digital content. Engaged directly with the student community and worked collaboratively with designers to build strategic posting schedules. Spearheaded initiatives to boost event attendance and refine online outreach strategies.

- Designed original video snippets for event promotion, resulting in heightened participation among peers.
- Implemented effective posting timelines, successfully increasing engagement metrics across all social media accounts.
- Conducted competitive research on trending topics to develop timely manuscript responses and boosts responses.
- Facilitated weekly collaboration meetings that inspired creativity and fresh ideas among team members.
- Enhanced organizational branding via optimized visual content aligned with campaign goals.

- Maintained proficiency in content management tools, ensuring the best practices remained constant throughout efforts.

## LEADERSHIP & AWARDS

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- Dean's List, Springfield University, 2024-2026
- Winner, Campus Video Competition, 2025

## CERTIFICATIONS

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- Social Media Marketing Certification 📅 2026
- UGC Video Creation Workshop 📅 2026

## PROFESSIONAL AFFILIATIONS

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- Member, Digital Media Club, Springfield University, 2024-Present
- Coordinator, Annual Student Video Festival, Springfield University, 2025

## LANGUAGES

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- English (Native) • Spanish (Intermediate)

## 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