

Delaney Howard

Social Media Specialist

CONTACT

916-834-9342

delaneyhsocial@gmail.com

delaneyhoward.com

Los Angeles, CA

EDUCATION

Master of Science

Digital Social Media
*University of Southern
California*

Bachelor of Arts

Communications
*California State University,
Sacramento*

SKILLS

Written, verbal
communication

Community
management

Copywriting

Strategic planning

Live event coverage

Google Apps

Microsoft Office

Sprinklr

Hootsuite

Sprout Social

Asana

Basecamp

Canva

TikTok

Facebook Ads Manager

Meta Business Suite

Twitter Analytics

Instagram Insights

Adobe Creative Cloud

EXPERIENCE

Social Media Specialist • SAG-AFTRA • 2022 - Current

- Owned both paid and organic social media strategy for SAG-AFTRA with a reach of over 14M across Instagram, Twitter, and Facebook, an increase of 3.8M
- Scheduled, created, and distributed written content, video, and images that increased engagement across platforms
- Collected, analyzed, and created reports of social media KPIs for each channel, including followers, engagement, and sentiment
- Created social media calendars and toolkits for multiple campaigns
- Conducted and compiled research on best practices, emerging platforms, and trends to curate SAG-AFTRA's social media strategy, on-brand content ideas, and draft copy
- Lead design and collaborated with creative team to create consistent and on-brand assets for a variety of projects

Digital Marketing Intern • Friends At Work • Jan. 2021 - Sep. 2021

- Monitored and maintained multiple accounts across social media platforms, including Instagram, Twitter, TikTok, Facebook, YouTube, and client websites, in order to provide content ideas for clients and keep profiles up-to-date
- Accurately and responsibly represented clients and company online by drafting copy, creating content, and posting across social media platforms organically and through in-app and third-party scheduling softwares
- Curated and executed marketing campaigns for client projects, including album and single releases, tour announcements, product releases and more, through brainstorming and collaboration with different departments, clients, and client teams, and through independent research
- Created visual media and digital assets for clients, including videos, graphics, one sheets, custom ticketing links, and more using Adobe Creative Suite

Golden 1 Center Digital Intern • Sacramento Kings • 2019 - 2020

- Increased ticket sales and event awareness by curating and implementing social media campaigns while keeping content relevant to Golden 1 Center's and artists' brands
- Raised social media engagement by creating unique content, such as Golden 1 Center's most commented on Instagram post with over 800 comments and blog posts with at least 1,000 page views
- Managed and expanded Golden 1 Center's social media community on Facebook, Twitter, TikTok, and Instagram through incorporating relevant topics, online culture, and live event coverage into unique social media posts, including professionally interacting with high profile clients to get Golden 1 Center exclusive content