

# NIA BROWN

## SOCIAL MEDIA MARKETER

### EXPERIENCE

#### milk + honey

**Social Media Marketer**, Houston, Tx

2023 - Present

- Capture and curate weekly content to strengthen social media presence, leading to a 40% increase in organic reach.
- Optimize content strategy with Brand Marketing Manager, achieving a 30% improvement in engagement
- Schedule talent, strategize video concepts, and direct shoots, boosting video retention rates by 20%



Expense Reduction Analysts

**Marketing Apprenticeship**, Remote

2023 - 2024

- Developed targeted marketing collateral for print, effectively promoting client offerings and increasing inquiries by 15%
- Streamlined customer relationship management processes using ActiveCampaign, enhancing lead tracking and nurturing, and achieving a 12% increase in conversions
- Managed a database of over 100 client testimonials, boosting credibility and supporting marketing efforts with positive feedback and success stories



media.brownco

**Social Media Marketer**, Remote

2022- Present

- Crafted engaging video content on Instagram for local bookstore owner, resulting in a 50% increase in reach
- Utilized Google Analytics and Hootsuite to analyze key metrics and refine content strategy, achieving a 30% increase in engagement and a 15% boost in conversion rates
- Revamped social media pages for local massage therapist, implementing targeted strategies that increased website traffic by 20% and boosted sales by 10%



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### EDUCATION

**Bachelors of Arts, Psychology**,

University of Texas at San Antonio

### CERTIFICATIONS

**Social Media Marketing**, HubSpot  
**Search Engine Optimization (SEO)**, HubSpot

### SKILLS

- A/B Testing
- Copywriting
- CRM Software
- POV Reporting
- Media Planning
- Data Organization
- Content Marketing
- Content Management
- Deliverables Coordination