

# TARAH DANE

A DRIVEN GEN Z DIGITAL MARKETER  
WITH EXPERIENCE BUILDING  
COMMUNITY AND DEVELOPING  
CONTENT FOR BRAND ACCOUNTS.

## CONTACT

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## EDUCATION

### Bachelor of Digital Communications

HUMBER COLLEGE 2017-2022

Multidisciplinary degree with courses in video editing, graphic and web design, social media strategy and theories of mass media communication.

## CERTIFICATIONS

- Google Analytics Certification - 2020
- Hootsuite Platform Certification - 2019
- Humber Inclusive and Accessible Design for Broadcast Media Certification - 2018

## PROFICIENT PROGRAMS

- Adobe Photoshop
- Adobe Premiere Pro
- Adobe After Effects
- DSLR Photography
- DSLR Videography
- JavaScript/HTML
- Slack
- Google Analytics
- Google Scripts Automation
- Hootsuite & Sprout
- Monday for Project Management

## WORK EXPERIENCE

### Senior Social Media Strategist

AIRTIME // JAN 2022 - MAY 2022

- Developed and executed content strategy exceeding our Q2 KPI of increasing organic social reach by 25%
- Created graphic and video content for TikTok, Instagram and Twitter
- Worked with our support team and CRM software to manage incoming customer support inquiries
- Collaborated with the community and creative teams to create social content for in-app events and partnerships
- Reviewed and reported social data communicating insights on content performance to senior staff

### Community Manager (Hip-Hop)

AIRTIME // AUG 2021 - DEC 2022

- Acquired Community Influencers to run in-app live streams
- Coordinated live stream conversations and created social content leading up to in-person event activations such as Rolling Loud NYC
- Managed relationships and reported user experiences of Community Influencers to our product team

### Social Media and Brand Manager

SPRINGWATER NATURALS // DEC 2020 - SEPT 2021

- Content creation and strategy for Instagram, Facebook and TikTok
- Executed customer management and support through both social media and web-hosted customer service platform
- Redesigned e-commerce website to create a seamless experience for online customers generating their first 600 digital sales leads

### Social Media and Video Editing Intern

WARNER MUSIC CANADA // MAY 2020 - AUG 2020

- Managed content and copy for Warner Music Canada's social accounts using Sprout
- Led all content creation and strategy for TikTok with two accounts reaching 20K followers in two months
- Assisted with company CRM initiatives, including weekly company email newsletters
- Assisted with the execution of artist campaigns and contest fulfilment

### Freelance Social Media Consultant

JAN 2019 - PRESENT

- Curated the HotGirlHits TikTok account and brand, developing a following of 120k fans of female rap music
- Rebranded website and Instagram strategy for Luci Clothing Boutique
- Social media manager for Grey Clothing Boutique, increasing account followers by 33% in 3 months