

# FAITH FRANCKE

SOCIAL MEDIA MANAGER



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Tampa, FL

Innovative social media manager with extensive education and experience in photography, graphic design, and blog writing. Skilled at identifying client needs and providing innovative, on-trend suggestions. Adept at leveraging data-driven insights to boost engagement, increase brand visibility, and drive growth across multiple platforms. Dedicated to continuous learning and skill enhancement.

## EDUCATION

BFA, Photography  
Texas State University  
2017 - 2021

## KEY SKILLS

Social Media Planning  
Content Creation  
Graphic Design  
Blog Writing  
Brand Design  
Logo Design  
Photography

## PLATFORM EXPERIENCE

Facebook   
Instagram   
LinkedIn   
Pinterest   
TikTok

## WORK EXPERIENCE

### Social Media Manager

August 2023 - July 2024

The 21st Agency - Tampa, FL

- Managed a portfolio of 12 social media clients, successfully handling up to 9 clients concurrently.
- Led and executed three major design projects, encompassing logo design, trade show materials, and flyer design.
- Grew social media client followings by an average of 17% per quarter, achieving overall growth rates of:
  - Instagram: 49%
  - Facebook: 74%
  - LinkedIn: 59%
- Maintained client engagement rates consistently at over twice the industry average.
- Spearheaded an influencer campaign for DoorDash that achieved over 2.6 million views.

### Social Media Manager

June 2022 - May 2023

Bea Connected - Remote

- Managed a portfolio of 15 social media clients, effectively handling up to 11 clients simultaneously.
- Boosted social media client followings by an average of 25% during my tenure.
- Collaborated seamlessly within a small, fully remote team.
- Conducted research and implemented innovative content ideas, social media trends, and platform updates.

### Communications Team Social Media Lead

September 2017 - July 2022

Texas State University ITAC - San Marcos, TX

- Developed a variety of marketing materials including social media content, presentations, blog articles, handouts, and branded Zoom backgrounds.
- Assisted in onboarding and training four new student workers to our team.
- Led the growth of social media accounts, achieving significant increases:
  - Instagram: 3,025 followers (6722% increase)
  - Twitter: 2,979 followers (152% increase)
  - Facebook: 893 followers (184% increase)