

# Tania Saliba

## Social Media Marketing Maven

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## EXPERIENCE

### Danessa Myricks Beauty, New York, NY - Social Media Content Strategist

NOVEMBER 2023 - PRESENT

- Promoted after 6 months to Social Media Content Strategist.
- Led social media associates strategy for all social channels.
- Managed social media strategy for TikTok and Instagram by executing a monthly content calendar, growing total TikTok followers by 56% and average engagement rate by 72%.
- Filmed and edited all video content for Tiktok based on data-driven performance insights and ongoing research of industry trends resulting in an increase of average video views by 1,200% and a 2,300% growth in total engagements over 1 year.
- Used organic insights to funnel up top-performing creative for paid media campaigns across TikTok and Meta channels.
- Liaised with the Creative Director to orchestrate photoshoots for 8 product launches; developed detailed shot lists, curated mood boards, and coordinated with makeup artists and photographers to ensure cohesive visual storytelling.
- Collaborated with the Senior Digital Marketing Director to drive over 250,000 clicks to the Sephora website by creating assets for several paid media campaigns on TikTok.
- Utilized SEO strategy to boost Tiktok posts increasing average reach by 162% and average profile views by 321% in one year.
- Aided in the creation of the brands first ever TikTok affiliate program identifying key affiliates to champion sales

### Danessa Myricks Beauty, New York, NY - Social Media Associate

JUNE 2023- NOVEMBER 2023

- Grew TikTok by 30% in the first three months in the social media coordinator role.
- Set goals and KPIs across TikTok and Instagram.
- Reported on monthly on platform performance for all social channels directly to the Sr. Director of Marketing and the CEO.
- Owned all social media content calendars ensuring all key stakeholders POV including new product launches, sales, sephora activations and evergreen moments.
- Established the brand's TikTok Shop; created and selected video content specifically linking to TikTok Shop, boosting annual company revenue by 30%.

### Georgetown University, Washington D.C. - Social Media Designer

JANUARY 2022 - DECEMBER 2022

- Utilized Adobe InDesign, Adobe Photoshop, Adobe Illustrator, and CapCut to design 10-15 social media posts per week across multiple channels including Instagram, LinkedIn, and TikTok boosting account reach by an average of 200% in one year.
- Managed a monthly social media calendar based on strategy derived from data-driven insights leading to a 20% increase in Instagram followers and a 47% increase in TikTok followers in one year.
- Launched and designed a monthly email newsletter received by over 10,000 graduate students.

### Spark Corps: Design Agency, Atlanta, GA - Graphic Designer

OCTOBER 2017 - OCTOBER 2019

- Spearheaded creative projects with 40+ clients including visual brand identity, digital graphic design, print design, and packaging design using Adobe Creative Suite.
- Worked alongside the company photographer and videographer to provide creative direction and strategy for product photo shoots including lighting and product styling.
- Wrote engaging social media, email, and website copy resulting in a 10% increase in site visitors within three months.

## EDUCATION

### Georgetown University, Washington, D.C. - Master of Professional Studies (M.P.S.) Integrated Marketing Communications

SEPTEMBER 2020 - MAY 2022

### Rochester Institute of Technology, Rochester, NY. - Bachelor of Fine Arts (B.F.A.) Product Design, Marketing Minor

SEPTEMBER 2017 - MAY 2019