

SAMANTHA BAIDEN

**Social Media Content
Manager & Freelance Writer |
Scarborough |**

PERSONAL PROFILE

I have a great passion for fashion and writing. Both of them bring great joy to my life and I love to help others learn new things just as I like to do. Being able to tell someone's story is always a goal I have in mind, whether it's through my blog or not I always enjoy the opportunity.

I am deeply committed to creating engaging and inclusive content. As well as leveraging my knowledge and creativity to drive meaningful connections and results in the world of social media.

CONTACT ME



647-274-6419



samanthabaiden0@gmail.
com



www.telegramsam.weebly.
com

PROFESSIONAL EXPERIENCE

Social Media Content Manager

Anna Oliva March | Annapantsu | 2022-May 2024

- Editing posts for Instagram, Tiktok, Threads, and writing captions, posting stories, scheduling and planning content
- Utilizing data analytics to improve engagement
- Develop new organic content for all social media platforms
- Delelop new content out of previous content
- Platforms used: Hootsuite, Distrokid, Trello, DropBox, YouTube, Notion, Discord
- Created an faq for repeat and general questions

EDUCATION BACKGROUND

Lifestyle Media | 2019-2020 |
Postgraduate Certificate With
Honours

In this media program's course, I effectively collaborated with real-world industry partners, clients and audiences to produce quality content for web, social media and traditional media platforms.

- The curriculum included writing, visual communications, social media, graphic design, and film making.
- The curriculum also included editorial writing, various forms and formats of writing, honing and crafting interview and researching skills. As well as a strong focus on social media and web production, including analytics and measurement.
- Through Storyworks, a course dedicated to practical experience with client-driven projects, I gained knowledge in event coordination, client research, and planning launches.

Diploma in Fashion Business & Management |
2016-2019 | Certificate

A program in the evolution of fashion and design and their relationship to designers, producers and retailers along with;

- Ethical, sustainable and innovative practices for leadership in a global fashion industry.
- Marketing and retail promotional strategies based on contemporary consumer psychology concepts. (Cont.)

EDUCATION BACKGROUND CONT

Diploma in Fashion Business & Management |
2016-2019 | Certificate

- Current design trends and technologies to predict sales dynamics for fashion products and services
- Computer applications for fashion, such as Microsoft Office and Adobe Creative Suite
- E-commerce platforms, web and mobile development, digital photography and copy writing