


# CARRIE SHELOR

## Social Media Marketing Intern

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New York, NY 

### PROFESSIONAL SUMMARY

Aspiring Social Media Marketer eager to bring creative strategies and analytical skills to a Social Media Marketing Internship at Bright Ideas Agency in New York City.

### EDUCATION

#### Bachelor of Arts in Media Studies

New York University (NYU)

- GPA: 3.6/4.0
- Expected Graduation: May 2025

#### Certifications

- Meta Social Media Marketing Certification – May 2024
- Hootsuite Platform Certification – February 2025

### SKILLS

- Social Media Strategy (Instagram, TikTok, Twitter) **Expert**
- Analytics Tools (Sprout Social, Meta Business Suite) **Expert**
- Video Editing (Final Cut Pro, CapCut) **Expert**
- Influencer Outreach and Campaign Coordination **Expert**

### EXPERIENCE

2024 - 2024

#### Social Media Intern

##### Fashion Forward NYC / New York, NY

- Managed the brand's TikTok account, increasing followers by 40% in three months through viral content.
- Developed content calendars to align posts with marketing campaigns.

2022 - 2022

#### Marketing Volunteer

##### NYU Student Marketing Association / New York, NY

- Created Instagram Stories and carousel posts for upcoming campus events.
- Boosted event attendance by 25% through targeted promotions.

### PORTFOLIO

#### Personal TikTok Project

##### @TrendSpottingNYC

- Curated daily videos showcasing NYC's street fashion trends, growing the account to 15,000 followers.
- Collaborated with local brands for promotional campaigns, resulting in over ,000 in affiliate revenue.