

NOEMI VARGAS

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Digital Marketing | Social Media Management | Marketing Campaign Execution | Corporate Identity & Branding

Social Media Marketing Manager with a history of helping companies raise revenue and drive sales through powerful and effective email and social media campaigns. Skilled at rapidly growing social media audiences, driving engagement, and creating viral content. Recognized for deep, intuitive understanding of business and audience drivers and unique ability to create compelling content utilizing marketing principles and storytelling techniques. Strengths in researching and analyzing market intelligence and trends are complemented by an inherent capacity to transform ideas into high-impact content and campaigns that deliver high-ROI results.

Creative Content Development	Data-Driven Marketing Plans	Market Research
Search Engine Optimization	Writing & Editing	Strategic Initiatives & Influence
Visual Communication & Storytelling	Target Audience Engagement	Digital Video Recording & Editing

Technology Skills: Adobe Creative Suite (Premiere Pro, Photoshop, and Lightroom); Photo Editing Tools (Tessa, Facetune Uno); Video Editing Tools (CapCut); Graphic Design (Canva); E-commerce (Shopify); Social Media Content Posting & Scheduling Software

PROFESSIONAL EXPERIENCE

Content Producer · Narrative Ads 12/2024 – Present

- **Execute content strategies**, enhancing brand visibility through targeted social media ad content filming and scripting.
- **Develop and implement creative concept directions** aligned with different brands’ visions.
- **Collaborate with cross-functional teams** to create compelling visual and written content, ensuring alignment with brand messaging and target audience preferences.

Social Media Marketing Coordinator · Beverly Hills Plastic Surgery, Dr. Gabriel Chiu 03/2024 – 09/2024

Drove growth through strategic social media management, influencer collaborations, and targeted marketing campaigns. Created content, optimized campaigns, and executed cross-channel marketing strategies. Utilized analytics to drive measurable improvements in brand visibility, engagement, and ROI.

Social Media Strategy Development & Execution

- **Increased social media engagement by 387% within one month** through strategic content planning. Increased content output from only 3 Instagram reels a week to daily posts as well as up to 5 daily stories on TikTok and Instagram.
- **Sparked significant growth in followers and engagement** by consistently delivering relevant and trending content, tailored to audience interests and platform trends. Consistently monitored and adjusted marketing strategies based on analytics.
- **Developed and implemented a content calendar from scratch.** Planned and curated an entire month's content based on research and audience interests. Ensured flexibility to capitalize on trending topics.
- **Addressed and reversed declining follower numbers** by implementing a new content strategy. Drove a focus on educational content based on follower inquiries. **Catalyzed up to 300K views for videos** aligned with the new strategy.
- **Implemented reporting on subscriber metrics and engagement data;** used Constant Contact to track and analyze performance.
- **Took sole responsibility for all social media management tasks,** demonstrating multitasking and project management skills.

Influencer Marketing & Collaborations

- **Managed influencer marketing campaigns by conducting outreach,** coordinating with PR companies, and establishing contracts. Coordinated content creation and posting; ensured all contractual deliverables were met. Formalized collaboration processes.
- **Boosted influencer collaborations from 1 to up to 3 per month,** enhancing brand visibility. Orchestrated a successful influencer campaign with a reality TV star, resulting in a collaborative post that **garnered 80K views and substantial engagement.**

Content Creation & Multimedia Management

- **Strategized, filmed, edited, and published daily educational videos and stories**, ensuring consistent and high-quality content delivery. Drove target audience engagement and growth.
- **Filmed and edited surgical procedures**. Ensured compliance with medical protocols while creating engaging content.
- **Enhanced video content using Photoshop** to ensure professional presentation; upheld a polished image. Used CapCut and Canva for video editing. Enhanced content quality and maintained a consistent posting schedule.
- **Captured and edited patient before-and-after photos for record-keeping purposes** as well as an upcoming article feature.
- **Drove content visibility** through strategic responses to audience comments; incorporated SEO keywords.

Email Marketing & Campaign Management

- **Increased marketing newsletter frequency from sporadic to bi-monthly**, driving improvements in engagement and consultation bookings. Set and executed email marketing strategy. Developed content and graphics; used Canva and Adobe Suite.
- **Propelled an average of 2 – 4 new patient consultations per week** by launching an email campaign on weight loss management medicine, paired with educational social media posts. Ensured effective cross-channel marketing and strategic alignment.
- **Implemented and leveraged reporting on subscriber metrics and engagement data**; used Constant Contact to track and analyze email campaigns and social media performance.

Client Interaction & Operational Support

- **Planned and executed bi-weekly promotions using Shopify**, employing QR codes and discount offers to boost product sales and customer interaction. Integrated promotions with social media campaigns. Ensured proper setup and inventory accuracy.
- **Responded to a negative Yelp review**; professionally addressed concerns and demonstrated commitment to client satisfaction.
- **Filled resource gaps by covering for absent employees and taking on additional tasks**. Facilitated seamless operations.

Promoted to: **Social Media Marketing Manager** · Butts By Design

07/2021 – 09/2023

- **Achieved monthly growth rates of 17% on TikTok and 29% on Instagram**, consistently crushing performance benchmarks. Established performance metrics for posts; set clear targets for follower growth, likes, and shares to optimize engagement.
- **Produced viral content, including TikToks with up to 1.3M views and Instagram reels reaching 178K views**.
- **Drove a 1067% increase in Instagram followers to 700K and doubled TikTok followers to 80K** by consistently producing relevant content that resonated with the target audience. Implemented daily Q&A videos.
- **Catapulted follower growth, increased brand exposure, and fostered community engagement** by initiating and coordinating high-profile Instagram Live sessions with renowned surgeons and industry peers.
- **Developed and executed text and email marketing strategies to promote monthly specials**, driving customer awareness.
- **Expanded international awareness of the practice and significantly broadened the doctor's global reach** by hosting Instagram Live sessions featuring doctors from Dubai, Portugal, and Ukraine. Converted international leads.
- **Implemented a robust content strategy**, increasing social media activity from sporadic posts to daily updates. Heightened engagement and visibility for surgical content on Snapchat. Developed a dedicated audience for exclusive BTS content.
- **Produced a highly engaging TikTok video featuring Botox and filler treatments, strategically garnering 1.3M views** and significantly boosting client inquiries and bookings for these services. Upheld high video production standards.
- **Spearheaded weekly influencer collaborations**. Negotiated contract terms; increased sales and heightened brand visibility within the med spa industry. Mitigated risks associated with influencer partnerships and optimized return on investment.
- **Strategically selected local influencers** with a substantial following based on their relevance and audience demographics.
- **Attended specialized beauty industry conferences** to stay abreast of market trends and best practices.
- **Collaborated with iHeartMedia and Real Self marketing teams** to craft effective radio copies and highlight Dr. Nykiel's expertise.
- **Managed a confidential database** of patient consents for sharing surgical results on social media platforms. Maintained an organized Excel database for managing patient-submitted photos used in social media campaigns.

EDUCATION

Bachelor of Science, Communication & Journalism, California State Polytechnic University-Pomona

2021