

# Angelica Figueroa Alvarado

Social Media Manager

San Antonio, TX | 210-400-4480 | [angelicamfa@icloud.com](mailto:angelicamfa@icloud.com) | [Linkedin](#) | [Portfolio](#)

## PROFESSIONAL SUMMARY

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Army Veteran and recent Media Communications graduate passionate about Social Media and content creation. Academic experience in social media marketing, digital marketing, and ad campaigns. Additional strengths include SEO, analytics, and website design. 10 years customer relations experience resolving issues and exceeding expectations.

## SKILLS

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|------------------|-------------------|------------------------|
| • Tik Tok        | • Instagram       | • Adobe Premiere Pro   |
| • Canva          | • Adobe Photoshop | • Instagram Analytics  |
| • Keyword Search | • Instagram Ads   | • Campaign Management  |
| • Facebook       | • Buffer          | • Content Optimization |
| • SEO            | • Wix             | • Mail Chimp           |
| • Go Daddy       | • Social Blade    | • Adobe Lightroom      |

## LANGUAGES

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Spanish

## EXPERIENCE

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### Social Media Manager

August 2024 - November 2024

*Divine Emergence- Remote*

- Developed brand consistency, by designing visually appealing graphics through Canva
- Initiated a progress chart through Buffer for team content tracking and management 5 days a week
- Tracked emerging Instagram and Tik Tok trends, resulting in a 12% follower base increase in a month
- Improved website conversion rates by 40% through strategic posts targeted towards potential clients

### Social Media Manager

January 2020 - December 2020

*Exotic Auto Products- McAllen, Texas*

- Directed and produced campaign ad videos using Final Cut Pro X and a Canon Rebel T6
- Applied 4 different neuromarketing techniques by focusing on product benefits through close-up shots
- Searched Tik Tok top trending sounds to increase audience reach
- Increased engagement by 10% on Facebook and Instagram through cross channel marketing

## EDUCATION

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### Bachelor of Science in Media Communications (B.S.)

December 2024

*Full Sail University, Winter Park FL*