

NICOLE CHUNG

SOCIAL MEDIA MANAGER

CONTACT

+805 705 2294

nicolechung6@gmail.com

Culver City, CA



ABOUT ME

Combining my passions for hospitality, food, and marketing to bring innovative initiatives to life. With a keen eye for emerging social media and cultural trends, I'm inspired to create campaigns that captivate audiences.

EDUCATION

Integrated Marketing Communications - Bachelors

Pepperdine University 2022

SKILLS

- DTC Client Relations
- Event Planning
- Cross Channel Social Media Marketing
- Influencer Management
- Social Media Paid Ads
- Video, Reel, & TikTok Editing
- Photoshoot Art Direction
- Photography color correction
- Squarespace management and web design
- Proficient in AI parompting
- Intermediate in Adobe Suites: Photoshop, Illustrator, Premiere Pro
- Basic knowledge in HTML, SEO, Google Analytics

EXPERIENCE

Social Media Manager

May 2022 - Current

Six Degrees LA Marketing + Branding

- Oversee up to six dynamic restaurant-focused social media accounts with diverse follower counts (5,000 to 50K).
- Execute strategic campaigns, managed monthly calendars, and fostered community engagement.
- Utilize data-driven insights to optimize ad performance and deliver measurable results.
- Orchestrate compelling content creation by providing creative direction in photoshoots, video, and photo editing, resulting in visually striking assets that resonate with the target audience.
- Implemented the most successful social media campaign in agency history—National Pretzel Day. Achieved milestone growth by leveraging limited resources and demonstrating innovative thinking.
- Showcase strategic branding expertise by conceptualizing and launching two distinctive brands: a high-end boba shop and a new street concept of Wetzel's Pretzels.
- Maintain a steadfast focus on enhancing engagement levels, cultivating meaningful interactions, and generating impactful ideas.

Marketing Associate

July 2018 - January 2020

Paso Pacifico

- Planned and executed events: speaker conference & festival event.
- Orchestrated an awards ceremony and speaker conference to recognize and honor wildlife experts contributions.
- Implemented the first World Oceans Day Festival in Ventura, CA which had an attendance of over 200 people and raised over \$1800 for Ocean conservation projects.
- Tabled and pitched new concepts for successful donor acquisitions.

Server/Bartender

July 2018 - September 2019

EMC Seafood and Raw Bar

- Achieved rapid career growth from Hostess to Server and ultimately to Bartender within a one-year timeframe
- Cultivated strong communication skills to provide excellent customer service
- Adapted to a quick-pace environment through utilizing memorization and organizational skills

Marketing Assistant

May 2021 - August 2021

Cook Casa

- Created a new website using Squarespace increasing website usability
- Implemented a marketing plan that provided consistent and scalable messaging across platforms
- Constructed a 3-phase plan for a developing start-up to organize short-term objectives and overall goals