

SANYA NOORANI

New York, NY • (832) 291-4644 • nooranisanya@gmail.com

Education

University of Texas at Austin

Graduated May 2024

Bachelor of Science in Radio-Television-Film, Minor in Business Administration

Professional Experience

S&S Influence - New York, NY

July 2024 - Present

Social Media Manager

- ❖ Manage social media for 20+ clients across the automotive, wellness, beauty, and hospitality sectors
- ❖ Collaborate under the creative direction of content creator Shaavir6 (400K+ followers) to develop trend-driven strategies, including a Mitsubishi dealership campaign that increased reach by 368% (33K accounts) in one month
- ❖ Built and maintain a Notion-based system for content calendars, client communication, and reporting across all accounts, streamlining operations and improving turnaround time
- ❖ Create and schedule platform-specific Reels, carousels, static posts, and stories tailored to each client's brand identity across Instagram, TikTok, and Facebook
- ❖ Draft onboarding proposals and custom social media packages based on platform goals and client needs, while maintaining ongoing communication to optimize performance and satisfaction

Zupp - Austin, TX

Aug 2023 - Dec 2023

Social Media Intern

- ❖ Created short-form video content and graphics for Instagram and TikTok, leading to a 134% increase in engagement and 53% follower growth in two months
- ❖ Collaborated with the CEO and Social Media Manager to plan content, develop schedules, and conduct trend research tailored to the target audience
- ❖ Initiated and managed brand partnerships with Potbelly and Cabo Bob's to support cross-promotional campaigns

Skybound Entertainment - Los Angeles, CA

May 2023 - Aug 2023

Social Media & Website Intern

- ❖ Wrote and edited 20+ press releases covering comics, games, exclusive interviews, and TV shows, such as the Amazon Prime animated series "Invincible"
- ❖ Managed website content through WordPress, regularly updating blogs, articles, and promotional assets across digital channels
- ❖ Supported live coverage during San Diego Comic-Con 2023, assisting with booth management, social media updates, and panel coordination

Navi K. Productions - Dallas, TX

June 2022 - Nov 2022

Social Media Marketing Intern

- ❖ Worked directly with the CEO and vendors (DJs, venues, decorators) to produce wedding-focused content for Instagram, TikTok, and Facebook
- ❖ Executed social media campaigns that drove a 430% increase in post engagement and a 433% boost in overall account interactions within two months
- ❖ Managed engagement by responding to DMs and comments daily, and interacting with 50+ accounts weekly

Technical Skills

- ❖ **Platforms:** Instagram, TikTok, Facebook, X, YouTube, Pinterest
- ❖ **Tools:** Canva, CapCut, Final Cut Pro X, Adobe Creative Suite, Meta Business Suite, TikTok Creator Studio, Google Analytics, Sprinklr, WordPress, Notion, Asana
- ❖ **Skills:** Social Media Strategy, Content Creation, Community Management, SEO & Digital Analytics, Trend Research, Performance Reporting