

Nicolette Davoodian

SOCIAL MEDIA MANAGER

11946 Stone Gate Way
Northridge CA, 91326
(818) 793-2174
davoodiannicolette@gmail.com

EXPERIENCE

Baby Gold, Los Angeles, CA — Social Media Manager

August 2021 - PRESENT

- Oversee social media strategies, content development/scheduling, and community engagement.
- Develop content strategies, growth ideas, campaigns, and influencer partnerships.
- Review and approve content for all social media platforms, suggest new ideas, and collaborate on content calendars to maintain high standards of creativity throughout all platforms.
- Coordinate influencer and brand partnership relations from beginning to end.
- Establish and maintain direct relationships with customers and influencers.

Mazal Group, Chatsworth, CA — Social Media Coordinator

June 2018 - July 2021

- Managed social media channels for multiple luxury skincare brands including content creation, scheduling, and engagement, resulting in a 35% increase in overall social media reach.
- Designed and implemented social media campaigns aligned with brand goals, including new product launches.
- Monitored social media trends and platform algorithms to ensure content relevancy and effectiveness.
- Coordinated with cross-functional teams to support marketing projects, including photo shoots and brand events.
- Participated in product development efforts for each brand.

Nordstrom, Canoga Park, CA — Sales Associate & Stylist

June 2017 - June 2019

- Provided exceptional customer service by engaging with customers, understanding their needs, and offering personalized product recommendations.
- Operated the cash register efficiently, handled transactions, processed returns, and managed inventory with accuracy.
- Collaborated with team members to achieve department sales goals.
- Resolved customer issues quickly and professionally.

PROFESSIONAL SUMMARY

Results-driven Social Media Manager with experience in social media management, content strategy, and brand development for lifestyle, beauty, and wellness brands. Proven success in creating engaging social media campaigns, managing influencer and brand partnerships, and leading cross-functional teams. Skilled in analyzing social media metrics to drive strategic improvements and enhance brand visibility.

EDUCATION

Fashion Institute of Design & Merchandising,
Los Angeles, CA

— B.A. Marketing and Merchandising

California State University, Northridge, CA

— B.S. Psychology