


KELLSIE DUMAS


SOCIAL MEDIA CONTENT CREATOR

ABOUT ME

Passionate and creative aspiring social media content creator based in Austin, TX. With a keen eye for trends and a knack for engaging storytelling, I thrive on crafting compelling content that resonates with diverse audiences.

 512-520-7755

 kellsietaylor@gmail.com

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 www.linkedin.com/in/kellsiedumas

EDUCATION

Bachelor's Degree in Advertising with a Digital Media Concentration

Texas State University
San Marcos, TX

- Deans List
- Magna Cum Laude

SKILLS

- Content Creation
- Video, Photo Editing
- Copywriting
- Organization
- Social Media Management
- Time Management
- SEO Knowledge

CERTIFICATIONS

- USA Certified Ethical Advertising Executive Cert.
- Hootsuite Platform Cert.
- Hootsuite Social Media Marketing Cert.
- InDesign 23 Cert.
- LinkedIn Intro to Graphic Design Cert.
- LinkedIn Social Media Marketing Strategy and Optimization Cert.
- LinkedIn Choosing and Combining Typefaces Cert.

WORK EXPERIENCE

Social Media Marketing Manager

Gumby's Pizza

San Marcos, TX
August 2022 - Present

- Produced and managed content creation, community engagement, and social media calendars across platforms like Instagram, TikTok, and Facebook.
- Produced engaging content for Instagram Reels and TikTok, and organized marketing events for brand visibility.
- Monitored analytics for campaign optimization, and crafted compelling copy for target audiences.
- Independently oversaw all social media operations, adapted strategies to industry trends, and delivered tangible results.

Small Business Owner & Social Media Manager

Golden Glo Spray Tans

San Marcos, TX
June 2018 - Present

- Curated and managed dynamic content across all social media platforms to maintain brand consistency and drive engagement.
- Proactively engaged with the community by promptly responding to direct messages (DMs) and comments, fostering positive interactions.
- Developed and executed data-driven social media strategies, leveraging analytics to optimize content performance and audience growth.

Social Media Specialist

Texas State University Housing Department

San Marcos, TX
August 2020 - May 2022

- Produced and edited visually compelling photography and videography content for diverse social media platforms while adhering to strict university branding guidelines.
- Managed social media crises effectively during challenging periods such as the COVID-19 pandemic and the Texas snowstorm.
- Organized content calendars efficiently using Hootsuite and Airtable, ensuring timely and consistent posting schedules.