

MAYRA VASQUEZ

SOCIAL MEDIA MANAGER | CONTENT CREATOR

CONTACT

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 [mayracreative](https://www.instagram.com/mayracreative)

EDUCATION

Fashion Business Merchandising
The Art Institute of Houston
2016-2018

TEFL Certificate
International TEFL Academy
2018

SKILLS

Photography

Reels/ videos

lightroom

Creativity

Canva

Photoshop

Keep up with current trends

Writing, Editing, and Proofreading

Communication

Brand Engagement

Customer Care

Web Development

Excel

Bilingual

Teamwork and collaboration

Willingness to learn

Initiative

Time management

WORK EXPERIENCE

Social Media Manager

Three Brothers Bakery

June 2023-Present

- Develop high-quality and visually appealing content for various social media platforms, including Facebook, Instagram, Twitter, Pinterest, and more.
- Create a content calendar that aligns with bakery promotions, events, and seasonal offerings.
- Produce eye-catching images, videos, and graphics showcasing our bakery products, behind-the-scenes processes, and team members.
- Work closely with the bakery team to gather content ideas, product updates, and event information to ensure accurate and up-to-date social media representation.

Social Media Manager

Kolache Shoppe Pearland

July3,2022- Present

- Create engaging and trendy Instagram Reels to showcase Kolache Shoppe Pearland's unique offerings.
- Produce high-quality photography to enhance the brand's online presence and drive engagement.
- Collaborate on planning and documenting small local events to foster community connections.
- Design eye-catching promotional flyers to support marketing campaigns and boost sales.

Social Media Manager

Gangnam KBBQ

July3,2022- February 2025

- Being on top of the latest social media trends, crafting compelling content with photography or graphic design and posting it on all social media outlets.
- Informing management of changes that are relevant to the company's marketing activities.
- Reaching out to influencers for collaborations, and engaging with customers on different channels
- Reached out to multiple K-pop event hosts in the Houston area and invited them to host events in the restaurant. Ensured events were in line with company's overall marketing strategy and attracted target audience.

Social Media Manager

Lush Hair Folk Salon

February 2023- January 2024

- Created content such as taking before and after photos of clients and their transformations.
- Created fun trending reels/ tiktok videos with their target audience in mind
- created graphics for advertising such as business cards, flyers, and website promotions.
- Executed new community activation opportunities to build engagement and grow user generated content and followers

more experience available upon request