

DANIELLE WESTON

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[LinkedIn](#) • Open to Relocation • Portfolio: <https://www.drwmkt.com>

PROFESSIONAL SUMMARY

Media & Communications graduate and social media coordinator specializing in short-form video and trend-driven content across TikTok, Instagram, and YouTube. Hands-on across the full content workflow — ideation, filming, editing, scheduling, community management, and performance reporting — with proven organic growth and above-average engagement.

SKILLS

- **Content & Video:** Short-form video editing, CapCut, content creation, filming & content shoots, Canva, graphic design, copywriting & captions
- **Social & Strategy:** TikTok / Instagram / Reels / Shorts strategy, content calendars, scheduling & publishing, community management, trend spotting, campaign ideation
- **Analytics & Tools:** Social media analytics, performance reporting, audience segmentation, Meta Business Suite, Google Ads, Meta Ads Manager, LinkedIn Campaign Manager, Microsoft Excel & PowerPoint

EXPERIENCE

Social View Agency Sep 2025 – May 2026
Social Media Marketing Intern New York, NY

- Directed organic content across Instagram, TikTok, and LinkedIn, driving **87.5K monthly views** and **2,255 average daily reach** with no paid spend.
- Sustained a **5.64% engagement rate** — **above industry average** — through trend-driven short-form video and consistent community management.
- Planned and scheduled daily posts on an accurate content calendar and designed campaign visuals in Canva for team execution.

Strike Magazine Aug 2025 – May 2026
Social Media Assistant Tallahassee, FL

- Grew the magazine's social following to its goal of **10.5K on Instagram** and **1,100 on TikTok** through trend-aligned content and targeted launch campaigns.
- Refined posting strategy using analytics to improve post performance and reach across platforms.
- Captured live event content for real-time sharing and engaged daily with the community via comments and DMs.

Digital Resource Jun 2025 – Dec 2025
Digital Advertising Intern West Palm Beach, FL

- Built and managed paid campaigns across Google Ads, Meta Ads Manager, and LinkedIn Campaign Manager, analyzing performance to sharpen targeting and creative.
- Produced marketing materials and presented media and advertising packages to prospective clients.

Second Wind Pro Jun 2025 – Aug 2025
Social Media Intern New York, NY

- Created and scheduled short-form content across Instagram, Facebook, and X to grow brand visibility and engagement.
- Managed multi-platform accounts and optimized posts with keywords and hashtags to expand reach.

Collin the Shots Mar 2025 – May 2025
Digital Marketing Intern Fort Lauderdale, FL

- Produced and edited short-form video and graphics for TikTok, Instagram, and Facebook.
- Supported video production from scriptwriting to editing for promotional and explainer content.

Raide Jul 2024 – Dec 2024
Brand Ambassador Tallahassee, FL

- Created authentic posts, videos, and stories and drove community engagement through comments, DMs, and live sessions.

H&M May 2024 – Dec 2024
Sales Associate Sunrise, FL

- Delivered customer service in a high-volume retail store; handled transactions, returns, and merchandising.

EDUCATION

Florida State University May 2026
Bachelor of Arts, Media & Communications Tallahassee, FL

- President's List & Dean's List; Study Abroad — Florence, Italy (Spring 2025); Sigma Delta Tau.