Maya Baroody
Social Media Editor

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SUMMARY OF QUALIFICATIONS

- Passionate social media editor with 4+ years of training in creating scheduling and marketing content.
- Skilled at video content creation with the ability to ideate, shoot and edit watermark-free short-form videos for all platforms including TikTok and Reels using CapCut, Adobe Premiere Pro, and in-app editors.
- Expert at crafting eye-catching graphics in Canva with high engagement and follower conversion rates.
- Creatively ideate and deliver high-performing social media content tailored to various platform audiences.
- Organized and detail-oriented with strong social copywriting skills to grow social reach and engagement.
- Stellar communication skills with an on-camera personality to represent brands and as an ambassador.
- Comfortable collaborating, multi-tasking, and prioritizing efficiently in a fast-paced, team environment.
- Excellent organizational skills to manage multiple projects and meet deadlines in different time zones.

WORK HISTORY

Director of Events & Communications, City of Chicago, Alderman King (Partial Remote) 12/20-Present
- Created a cohesive brand experience across all platforms including Instagram, Facebook, and Twitter by implementing key industry trends, and competitive insights, and connecting with users in thoughtful comments and direct messages, resulting in a 20% compound annual growth rate (CAGR) on Instagram.
- Creative directed all written and visual content including shooting, writing, and editing copy and images for 80+ weekly newsletters on Mailchimp with an average open rate of 36%, and 2% monthly growth.
- Translated content from newsletter and website to all social media, upwardly driving traffic to the website.
- Tracked data analytics and traffic of various sites, and initiated data-driven marketing strategies to grow reach, including determining optimal posting time for engagement, resulting in high-performing content.
- Exercised strong project management skills and ability to collaborate through leading team meetings in order to develop new, innovative ideas, delegate, prioritize and deliver projects on strict deadlines.

Photo Editor & Freelance Journalist, The Chicago Tribune (Partial Remote)   4/2018-12/2020
- Excelled as social media editor by mastering brand voice and marketing guidelines to post curated images and corresponding narratives, increasing the Instagram follower count by approximately 300 in 3 months.
- Oversaw the quality of images and copy on editorial content and edited to prepare for print worldwide.
- Delivered compelling written and photo coverage for the Arts & Entertainment section of the media outlet.

Photography & Art Direction Intern, Closed Sessions Record Label   05/2018 - 8/2018
- Successfully managed artist relations by initiating strategy sessions for social media content with signees and senior creative leadership to create a cohesive brand experience to represent artists and the label alike.

Editorial Intern, The FADER   08/2016 - 12/2016
- Co-developed stories and content agenda that prompted critical discussions and attracted niche audiences.
- Contributed corrections, and feedback in a clear, constructive manner when collaborating with writers.

EDUCATION AND TRAINING

Bachelor of Fine Arts in Photography & Imaging   08/2013 – 05/2017
New York University, *Tisch School of the Arts*
- Tom Drysdale Production Fund Award for "Liban: A Love Affair" Thesis, *Lebanon*, 2017

SEO 2022: Complete SEO Training + SEO for Wordpress Websites   10/22
- Instructed by Arun Nagarathanam on Udemy

TECHNICAL SKILLS

Adobe Creative Suite (Photoshop, Lightroom, Premiere Pro), Canva, Trello, Slack, Zoom, Monday.com, Mailchimp, Squarespace, Open Rate, Wordtracker.com, G Suite (Docs, Sheets, Slides), Microsoft Office (Word, Excel, Powerpoint), Buffer, Google Analytics, Wordpress, Pinterest, LinkedIn, Facebook, Instagram, Twitter, Nextdoor, TikTok, Photography, Videography, Studio Lighting, D/SLR Operation.