

Skyla T. Plankinton

Portfolio: www.skysocialstudio.co

La Jolla, CA - (623) 521-3725

skylataylorplank@gmail.com

Social Media Manager & Digital Creator

linkedin.com/in/skylaplankinton

Top Skills

- **Content Creation** – 4 years experience in creating branded content for Instagram, Facebook, and TikTok. Proven ability to create engaging social media content for paid and organic channels.
- **Data Analytics** – Ability to manage and utilize social media analytics tools for monthly reports, launch reports, content deep dives, and competitive benchmarking.
- **Social Media Strategy** – Proven ability to craft content strategies that boost brand awareness, with expertise in analyzing competition and sharing real-time insights on cultural trends.

Experience

Pura Vida Bracelets – La Jolla, CA

Social Media Specialist

March 2024 – Present

Led day-to-day management and operations across social platforms (Instagram, TikTok, Pinterest), including community engagement, copywriting, content creation, and publishing. Produced, filmed, and edited organic video content, often appearing on-camera for activations. Captured content during influencer and brand events, managed the content calendar, and developed creative briefs.. Leveraged analytics to track performance, identify trends, and guide content strategy to align with brand objectives.

Digital Style House – Los Angeles, CA

Social Media Account Manager

October 2022 – March 2024

Managed the entire creative process for clients, from strategic planning to producing compelling content for various social media platforms (Instagram, LinkedIn, Facebook, TikTok, Threads, Pinterest, and more). Catering to the unique requirements of over 10 diverse clients concurrently.

‘Ohana Salon – Scottsdale, AZ

Social Media Marketing Intern

April 2022 – October 2022

Responsible for managing the salon’s social accounts. Strategically planning, creating, and scheduling content. Utilized social media metrics and monitoring tools to optimize content performance.

Education

B.S. in The Digital Audience, Arizona State University – May 2023 (GPA 4.3)