

CONTACT

 (512) 810-0568
 tanissommer@gmail.com
 [Tanis Sommer's Portfolio](#)
 [LinkedIn](#)

EXPERTISE

Social Media Management
Influencer Management
Content Creation
Brand Voice
B2C Marketing

SOFTWARE
KNOWLEDGE

Canva
Sprout
Brandwatch
Hootsuite
Later
Aspire
Google Analytics

PERSONAL SKILLS

Creativity
Team building
Communication
Time Management
Leadership

EDUCATION

Advertising and
Entrepreneurship, The
University of Oklahoma.
2022

Graduated with distinction
(3.7 GPA).

OTHER WORK
EXPERIENCE

Brides of Oklahoma,
Digital Media Intern, Aug
2020 - May 2022

David's Bridal, Bridal
Stylist, Feb 2021 - June
2021

Buffalo Framing and Truss,
Marketing Intern May 2019
- Aug 2019

TANIS SOMMER

Social Media Manager | Austin, TX

PERSONAL PROFILE

Social Media Manager with 3+ years of experience driving high-impact influencer and content campaigns that grow brand reach and customer engagement.

WORK EXPERIENCE

SOCIAL MEDIA MANAGER

humann | Sept 2024 - present

As the Social Media Manager at humann, I manage all social channels, the ambassador program, the TikTok Shop, the influencer program, and more.

- Strategize, create, and plan content for all of our social channels.
- Grew and sustained a 32% increase in impressions on humann's organic social media over a 6-month period.
- Aiding in launching on TikTok Shop and doubling the brand's TikTok followers in one month.
- Coordinated and executed an influencer marketing campaign that drove more than 1M+ impressions over a 2-month period.
- Managed an influencer marketing campaign with more than 10M+ reach in 3 months.
- Organize and manage UGC creators and UGC strategy to support business needs for organic and paid social media.

SOCIAL MEDIA ASSOCIATE

Xebec | Aug 2022 - Sep 2024

As the Social Media Associate at Xebec, I plan and create all content. Manage influencer and UGC content partnerships. Aid in product launches, marketing campaigns, event planning, and community management.

- Started and developed an influencer marketing program with over 100 collaborations.
- Actively designed and implemented a social media strategy across 5+ platforms, enhancing brand awareness and customer engagement with 27% growth across channels in the first six months.
- Ideated and created original content for Xebec's social media channels, analyzed and reported on performance, and made necessary adjustments.
- I was purposefully involved in all things PR, marketing, UX, UI, and event planning by being a part of a two-person marketing team to reinforce and broaden my skill sets.

FREELANCE SOCIAL MEDIA MANAGER

Amour Bridal | Jan 2022 - Mar 2024

As the Social Media Manager, I plan, design, and create all social media content. Purposefully track and analyze the success of our media strategy and make the necessary changes as the digital landscape shifts.

- Planned, designed, and sourced content for daily posts on Instagram and Facebook to grow the brand and promote excellence in customer service.
- Produce and implement digital media advertisements to engage customers.
- Track and analyze all marketing analytics, assessing their reach, effectiveness, and engagement.