

TANIS SOMMER

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Social media manager with 3+ years of experience in social campaigns, influencer management, community management, copywriting, content creation, event planning, and more.

CORE COMPETENCIES

- Social Media
- Marketing/Advertising
- Copywriting
- Time Management
- Social Media Management (Brandwatch, Sprout, Later, and Hootsuite)
- Google Analytics, Certified

PROFESSIONAL EXPERIENCE

Xebec

Aug 2022 – Present

Social Media Associate

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.
- Purposefully was 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.

Amour Bridal

Aug 2020 – Mar 2024

Freelance Social Media Manager

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.

- Plan, design, and source 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.

Brides of Oklahoma

Aug 2020 – May 2022

Digital Media Intern

- Created social media content for Wedding Society and engaged users across all social media platforms.
- Wrote and published weekly blog posts positioning Brides of Oklahoma as the experts in the bridal field.

EDUCATION

Advertising and Entrepreneurship, The University of Oklahoma. 2022

Gained extensive training and completed all Gaylord College of Journalism courses, graduating with academic distinction (3.7 GPA).

Other Work Experiences

Oklahoma City Zoo, OU Capstone, Jan 2022 - May 2022

Davids Bridal, Bridal Stylist, Feb 2021 - June 2021

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

RELEVANT LINKS

LinkedIn: [@tanissommer](#)

Website: <https://www.tanissommer.com/>