

Yasmin Soares

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CAREER OBJECTIVE

Emerging Social Media & Marketing Professional, focused on content strategy, brand engagement & digital media.

EDUCATION

Virginia Commonwealth University

Bachelors degree in English, minor in Business
Alpha Sigma Alpha Sorority

Richmond, VA

May 2026

CEA CAPA Paris Center

Study abroad coursework in Consumer Behavior Marketing and Visual Merchandising.

Paris, France

January - April 2026

PROFESSIONAL EXPERIENCE

Edward Tambornino for U.S. Senate

Social Media Manager

April 2026 - May 2026

- Developed and managed a 6-week digital campaign, moving from initial brand awareness into a focused, high-intensity push for voter signatures.
- Expanded the campaign's footprint to 122K+ total views and 144K+ accounts reached (a 141,752% increase), pulling in 57% of that traffic organically and growing the follower base by 30%.
- Directed 6 geo-targeted ad campaigns alongside digital event promotions that generated 10K+ total website page views and increased weekly web traffic by 225%.

Lost In Frenchlation — [View Account Here](#)

Digital Marketing and Event Coordination Intern

Paris, France

January 2026 - April 2026

- Produced high-impact social media content and promotional materials for French cinema events targeting international audiences.
- Drove a 25% increase in follower growth through targeted social media campaigns and content distribution.
- Directed event photography and videography to strengthen brand identity and visual storytelling.

Titan Media

Assistant Producer

Alexandria, VA

September 2018 - June 2021

- Co-produced student and community programming aired on ACPS-TV for a viewership of over 4,500 students.
- Led all stages of production including planning, scheduling, filming, and post-production editing.
- Operated on-set equipment including professional cameras, audio, and lighting while coordinating crew logistics.

Salon Dezen

Social Media Marketing Intern

Alexandria, VA

Summer 2019

- Developed and scheduled branded social media content to promote salon services and boost follower engagement.
- Built and maintained a consistent editorial calendar to drive audience growth.
- Generated high-quality graphics and videos to support digital marketing strategies and performance tracking.

TECHNICAL SKILLS

Content Production & Design: Adobe Premiere Pro, Canva, CapCut, Short-Form Video Editing (Reels/TikTok), Videography, Photography.

Marketing & Analytics: Meta Ads Manager & Business Suite, Instagram & TikTok Analytics, MailChimp, Google Workspace, Microsoft Office.