Yasmin Soares

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CAREER OBJECTIVE

Social Media & Marketing Specialist with a passion for turning great ideas into content people care about. Eager to bring a fresh creative perspective, organized execution across pre- and post-production, targeted outreach, and reliable campaign support to help grow a brand's digital presence.

EDUCATION

Virginia Commonwealth University — **Richmond, VA**
Bachelors degree in English, minor in Business — *May 2026*
Alpha Sigma Alpha Sorority

CEA CAPA Paris Center — **Paris, France**
Study abroad coursework in Consumer Behavior Marketing and Visual Merchandising. — *January - April 2026*

PROFESSIONAL EXPERIENCE

Virginia Physicians for Women — *View Account Here* — **Richmond, VA**
Social Media and Marketing — *Sept - Present*

- Implemented a visual refresh across our social platforms by designing engaging graphics aligned with brand identity, while introducing a centralized link system to improve resource accessibility.
- Managed editorial calendar organization and streamlined content creation by formatting graphics and reviewing all media prior to publishing to maintain visual and branding standards.
- Researched emerging industry trends and monitored post performance to pitch fresh content concepts, using engagement metrics to elevate future designs.

Edward Tambornino for U.S. Senate — *April 2026 - June 2026*
Social Media Manager

- 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* — **Paris, France**
Digital Marketing and Event Coordination Intern — *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, influencer outreach, and content distribution.
- Directed event photography and videography to strengthen brand identity and visual storytelling.

Titan Media — **Alexandria, VA**
Assistant Producer — *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.

TECHNICAL SKILLS

Social Media & Content Creation: Adobe CC, Canva, CapCut, Photography & Videography, Content Scheduling, LinkedIn, Instagram, Facebook, X, TikTok.
Marketing & Analytics: Performance Reporting, Meta Business Suite & Ads Manager, Mailchimp, Google Workspace, MS Office.