JULIAN MERCER

SOCIAL MEDIA CONTENT CREATOR

San Francisco, CA | (415) 555-0148 | julian.mercer@email.com | linkedin.com/in/julianmercer

PROFESSIONAL SUMMARY

Social Media Content Creator with 7+ years at one beauty retailer, growing from coordinator to senior creator. Plans, shoots, and edits short-form video and carousels that raise engagement and drive store and online traffic.

PROFESSIONAL EXPERIENCE

Senior Social Media Content Creator Jan 2024 - Present
Sephora, San Francisco, CA

- Lead the monthly content plan for TikTok and Instagram, producing about 40 videos and 20 carousels each month.
- Created a tutorial series that averaged 1.2M views per video and lifted follower growth by 18% in two quarters.
- Test hooks, captions, and posting times each week and apply the winners, raising average watch time by 22%.
- Coach two junior creators on scripting, pacing, and editing, and review each draft before posting so it matches brand voice and platform norms.
- Work with brand partners and influencers on briefs and approvals, keeping every post on the launch calendar.

Social Media Content Creator Feb 2022 - Dec 2023

- Shot and edited short videos for product launches, producing 25 posts a month with consistent brand style.
- Built a reusable template set in CapCut that cut editing time per video from three hours to about two.
- Wrote captions and community replies that improved engagement rate from 3.1% to 4.4% over a year.
- Reported weekly on reach, saves, and clicks, and shared the lessons with the wider social team so that winning ideas spread across other product lines.
- Owned the content calendar for three product launches and coordinated shoots, props, and approvals so every post went live on the planned date.
- Collected user-generated content with permission and featured it in monthly campaigns that grew submissions by a third.

Social Media Coordinator Jun 2019 - Jan 2022

- Scheduled posts across four platforms and kept the content calendar accurate for the team of six.
- Responded to community comments and direct messages across all platforms, escalating service issues to the care team within the same day they appeared.
- Pulled monthly analytics reports on reach, follower trends, and top posts for the social lead, who used them to plan the next month of content.
- Photographed in-store events and edited the images, which were reused in email and web campaigns and saved the team the cost of outside shoots.
- Documented posting guidelines and approval steps in a shared playbook that new team members used to start publishing on their own within two weeks.

CORE SKILLS

Content production | Platform strategy | Short-form video | Video editing | Copywriting | Content calendars | Community management | Influencer collaboration | Social analytics | Instagram | TikTok | CapCut | Adobe Premiere Pro | Canva | A/B testing

EDUCATION

B.A. in Communications, San Francisco State University, San Francisco, CA

CERTIFICATIONS

Meta Certified Digital Marketing Associate | HubSpot Social Media Marketing Certification | Google Analytics Certification