



# CIARA MARTIN

SOCIAL MEDIA MANAGER

PORTFOLIO



## CONTACT

📞 813-359-9732

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🏡 Plant City, Florida

## EDUCATION

### Bachelor's degree

Media Management, Production, and Technology | Minor in PR  
University of Florida  
2027 (In Progress)

### Associate's degree

Hillsborough Community College  
2024

## SKILLS

- Social Media Strategy
- Content Creation
- Community Engagement
- Influencer Partnerships
- Crisis Communications
- Visual Storytelling
- Photography
- Videography
- Graphic Design
- Email Marketing
- Social Media Management Software
- Microsoft Office Suite
- Adobe Creative Suite
- Social Media Analytics
- Paid Social Advertising

## CERTIFICATIONS

Part 107 Remote Pilot  
Lakeland Linder Airport  
2022 - 2028

## WORK EXPERIENCE

### Communications Specialist (Social Media)

Florida Children's Museum, Lakeland, FL | Jul 2025 - Present

Develop and execute strategic social media initiatives to drive audience growth, engagement, and brand awareness across all platforms.

- Generated 3.1M Facebook views in the first 6 months, a 598% increase.
- Implemented expanded influencer strategy by creating a partner catalogue, outreach guides, and collaboration program details.
- Presented "Museum Marketing in a Digital World" at the 2025 Florida Association of Museums Annual Conference

### Owner, Social Media Manager

Night Bloom Media, Plant City, FL | Mar 2025 - Present

Own and operate a boutique social media agency that delivers strategic social support to local businesses. Handle all aspects including strategic planning, content creation, analytics, email marketing, website design, and business operations.

- Reached 8.6M Facebook views in 6 months for a local news publication, a 427% increase, as well as improved Instagram reach by 98%.
- Increased organic views by 170% in 2 months for a seasonal event and boosted UGC by 43% compared to the prior season.

### Social Media Manager

The Florida Aquarium, Tampa, FL | Apr 2022 - Mar 2025

Created strategic social media initiatives to advance brand's shared purpose, audience engagement, and digital growth.

- Grew audiences across all platforms by over 350k followers.
- Increased Instagram engagements by 114% at 1.4 Million.
- Garnered a total of 41.1 Million video views across all platforms, with a 1,220% increase in Instagram video views.
- Implemented influencer strategy by creating a catalogue, partnership guides, and collab program details.
- Managed email marketing strategies for 300k+ subscribers including design, segmentation, and copywriting.
- Assisted with crisis communications.

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S O C I A L   M E D I A   M A N A G E R

## SOCIAL MEDIA PLATFORMS

- Facebook
- Instagram
- Threads
- X (formerly Twitter)
- TikTok
- LinkedIn
- YouTube
- Pinterest

## SOFTWARE/TOOLS

- Sprout Social
- Hootsuite
- Google Ads
- Meta Business Suite
- MailChimp
- WordFly
- Microsoft Suite (Excel, PowerPoint, Word, Outlook, Teams)
- Adobe Create Suite (Premier Pro, Photoshop, Lightroom, InDesign, AfterEffects, Illustrator)
- Canva
- Slack and Monday
- Zoom
- Mojo and CapCut

## REFERENCES

**Kelly Currington**  
The Florida Aquarium  
813-367-4046  
kcurington@flaquarium.org

**Michelle Kelly**  
Upland Design LTD  
815-254-0091

**Lisa Lucas**  
Patio850  
863-698-2026

## WORK EXPERIENCE

### Marketing Assistant

Upland Design LTD, Plainfield, IL | Jun 2020 - May 2021

Developed and executed compelling digital content to enhance brand storytelling. Combined creative and technical skills to produce high-impact marketing materials across multiple platforms.

- Managed social media presence, crafting engaging content within target markets.
- Designed effective proposals to secure business opportunities through persuasive copywriting and impactful imagery.
- Captured and edited high-quality multimedia content, including drone videography, photography, and motion graphics.

### Marketing Coordinator

Midwest Industrial Sales, Garner, IL | Sep 2018 - Mar 2020

Design and execute marketing strategies to enhance brand visibility, increase sales, and maintain a strong digital presence. Provided website management, network security, and technical support to ensure smooth operations.

- Managed e-commerce product listings, optimized campaigns, and applied SEO strategies to boost traffic and sales.
- Captured and edited high-quality images and videos using Adobe Creative Suite, DSLR cameras, GoPro's, and drones.
- Executed targeted email marketing campaigns via MailChimp to drive customer engagement and conversions.
- Designed trade show displays for visually impactful booth designs.
- Managed social media presence on Facebook and Instagram.

### Social Media Specialist

Patio850, Lakeland, FL | Nov 2017 - Feb 2018

Implemented strategic marketing initiatives to enhance brand visibility and attract customers through engaging content and visual storytelling.

- Managed social media presence, creating compelling content to drive engagement and visitation.
- Designed print materials and captured high-quality photography to showcase menu offerings and ambiance.