



CIARA MARTIN

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

PORTFOLIO



CONTACT

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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 - 2026

PROFESSIONAL OVERVIEW

I am a social media marketing strategist with a passion for storytelling. I thrive on creating campaigns that not only capture attention but also connect with audiences. Crafting authentic brand narratives is at the heart of what I do, blending my skills to bring stories to life in visually compelling ways. Analyzing data-driven insights guides me to refine strategies and ensure the content I create truly resonates.

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.

- Oversee daily community management and content publishing.
- Implement influencer strategy by creating a partner catalogue, outreach guides, and collaboration program details.
- Manage and update website content, ensuring event calendars and announcements are accurate, timely, and aligned.
- Write compelling copy for digital and print marketing materials.
- Design visually appealing creative assets to support social media, communications, and marketing initiatives.

Social Media Manager

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

Create strategic social media initiatives to advance brand's shared purpose, audience engagement, and digital growth while leveraging data-driven insights for optimization.

- 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.
- Implement influencer strategy by creating a catalogue, partnership guides, and collab program details.
- Contribute visually compelling photo and video to brand's digital asset library.
- Manage email marketing strategies for 300k+ subscribers including design, segmentation, and copywriting.
- Assist with crisis communications dissemination.

SOCIAL MEDIA PLATFORMS

- Facebook
- Instagram
- Threads
- X (formerly Twitter)
- BlueSky
- 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

CIARA MARTIN

SOCIAL MEDIA MANAGER

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.