

# Brooke Tang

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## SKILLS & ABILITIES

**Softwares:** Final Cut Pro, CapCut, Canva Pro, Google Workspace, WordPress, Sprout Social, Trello, Microsoft Excel & Powerpoint Certified

**Certifications:** HubSpot Social Media Marketing I & II, Sprout Social Publishing, Meta Community Management

**Abilities:** Photography, Video-Editing, Social Media Management, Community Management, Written & Verbal Communication, Detail-Oriented, Project Management, Time Management, Organizational

**Languages:** English, Vietnamese, Spanish

## WORK EXPERIENCE

**Social Media Manager, TriMark Digital Agency** | Raleigh, NC Oct 2024-Present

- Manage social media and community engagement across 40 accounts on Instagram, Facebook, LinkedIn, and TikTok for 4 clients by building content calendars, creating short-form video content using CapCut, assisting photo and video content shoots, and using Sprout Social to publish across platforms, track sentiment, and deliver monthly performance reports.
- Led a creative social strategy shift for a regional restaurant brand by shifting from static graphics to organic, food-focused content leveraging trendy short-form videos, aesthetic visuals and shareable content, driving a 26.6% increase in organic Facebook impressions, 550.9% boost in organic engagement rate, and 121.9% growth in TikTok impressions within 10 months YoY.
- Built and led the 2025 social media campaign for a major local golf sporting event by directing creative for 64 original assets, including producing 25 Reels, leading on-site content shoots, and managing influencer campaigns, resulting in a 4.5% Instagram organic engagement rate, 4.7% on Facebook, and 6% on X.

**Content Creator, Instagram & TikTok** | Raleigh, NC March 2021-Present

- Create short-form video and photo content using CapCut and Edits, that drives a 5.3% engagement rate, by incorporating engaging hooks, on-screen captions, and relevant visuals for fashion and lifestyle content and partnerships, effectively reaching a core audience of 18–34 year-old women.
- Secure partnerships and build relationships with fashion and lifestyle brands such as H&M, Princess Polly, Pacsun, Neutrogena, Wegmans, Dunkin, and more, by negotiating collaboration terms, planning campaigns, and executing on-brand content to ensure successful, brand partnerships.

**Social Media Manager, SushiO Bistro & Bar** | Raleigh, NC July 2020-Present

- Increase engagement rate by 1.9% by producing in-house photo and short-form video content with a focus on organic, food-centric visuals, and managing local foodie influencer collaborations on Instagram.
- Supervise a team of 20 employees, ensuring exceptional customer service in a fast-paced environment, and manage website updates with foundational WordPress coding for 1200 monthly viewers.

**Social Media Marketing Intern, Carma Connected Agency** | Miami, FL (Remote) August 2023-December 2023

- Supported social media management for 15+ clients by curating mock feeds, writing call-to-action captions, editing short-form video content including 30 Reels using CapCut, designing mood boards for new client proposals, developing shot lists for campaign photoshoots, scheduling monthly content calendars, and compiling monthly performance reports while using Trello and Canva.

## EDUCATION

**Bachelors of Science in Business Administration - Marketing** | GPA: 3.853/4.0 May 2024  
North Carolina State University | Raleigh, NC

**International Marketing Study Abroad Program** May 2023  
NEOMA Business School | Reims, France