Stephanie Trost

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EXPERIENCE

**Divi Resorts**, Chapel Hill, North Carolina, Nov. 2021 – Oct. 2023

*Digital Marketing Specialist*

* Managed social media content and performance for Divi Resorts brand, which owns and operates multiple properties and restaurants in the Caribbean across various platforms including Facebook, Instagram, Twitter, and TikTok.
* Monitored social media trends and implemented timely and relevant content to capitalize on trending topics, resulting in a 32% boost in reach and engagement.
* Utilized social media analytics tools such as Google Analytics, Facebook Insights, and Falcon to track performance metrics, analyze user behavior, and refine strategies accordingly.
* Engaged with followers and customers by responding to comments, messages, and inquiries promptly, fostering a sense of community and improving customer satisfaction.
* Developed and managed social media advertising campaigns effectively reaching target audiences.
* Implemented influencer partnerships and collaborations, expanding brand reach, and generating authentic user generated content.
* Managed and maintained a social media content calendar, ensuring a steady cadence of posts and a diversified content mix to cater to different audience segments.

**DroNation** May 2021- Dec. 2021

*Social Media Manager*

* Managed social media channels for three Realtor clients.
* Monitored and analyzed key metrics using social media analytics tools, providing actionable insights for optimizing campaigns and driving continuous improvement.

EDUCATION

* **Columbia College Chicago,** Chicago, IL, BA May 2021

Major: Social Media/Digital Strategies Minor: Management, *Magna Cum Laude*

* **Waubonsee Community College**, Sugar Grove, IL, Associate in Arts Degree awarded May 2019

SKILLS

* Bilingual (Spanish)
* Social Media Strategy
* Content Creation and Curation
* Community Management
* Analytics and Reporting
* Social Media Advertising
* Trend Analysis
* Influencer Marketing
* Crisis Management
* Collaboration and Teamwork