

Calia Booth

SOCIAL MEDIA & CONTENT STRATEGIST



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EDUCATION

BACHELOR'S DEGREE,

English & Communication

University of California, Santa Barbara

2010 — 2012

ASSOCIATE'S DEGREE,

Merchandise Marketing

FIDM

2015 — 2016

SKILLS

- Writing
- Photography & Photoshop Knowledge
- Art Direction
- Influencer Marketing
- Cultural Zeitgeist
- Resourceful
- Multitasking
- Communication
- Entrepreneurial Mindset
- Team Player

PROFESSIONAL PROFILE

I'm an experienced social media and content strategist with sharp attention to detail, an artistic eye, and an analytical mind. Social media excites me because it is ever-evolving. What's #trending one day, is forgotten the next. Staying on the pulse of what the next best thing is, whether it's a piece of content, an influencer, or a new tool is what I love about this area of marketing. So go ahead, start scrolling.

WORK EXPERIENCE

SOCIAL MEDIA MANAGER

Vince / 2019 – Present

Focused on creating beautiful imagery that tells the story of this high-end contemporary brand's California origins. During just my first month, I broke the record for the highest engaging photo on the Instagram feed, bringing engagement up by 5%.

- Concept and produce social media photo and video shoots.
- Network and partner with influencers in the high-end fashion space to create content.
- Present a six-month social media calendar, which plugs in content launches, upcoming relevant events, and photoshoot dates for editorials.

SOCIAL MEDIA MANAGER

7 For All Mankind, Delta Galil Premium Brands / 2018 — 2019

Increased Instagram following by 25% and took the lead on implementing new content and influencer marketing strategies for the beloved denim brand.

- Strategized and executed social media marketing campaigns.
- Managed influencer programs for each season.
- Worked cross-functionally with marketing, PR, and e-commerce teams in order to ensure product storytelling was aligned.

ASSOCIATE MANAGER, SOCIAL MEDIA

UGG, Deckers Brands / 2015 – 2018

A part of a pioneering social media team at UGG. During my time, I grew their following on Instagram by 166%, increased revenue through the launch of the UGG blog, and created relevant content that spoke to their core audience.

- Managed a monthly social media calendar for all platforms.
- Partnered with influencers on large-scale marketing launches on platforms such as Snapchat.
- Spearheaded the launch of the UGG blog.