

Robin Calloway

Social Media Marketer

An unconventional social media marketer specializing in video format (TikTok, Reels). Launched 5 viral promotional campaigns with over 200K new accounts reached and an 80–350% increase in user count. Proven track record of achieving 10–12% TikTok engagement rates. Willing to join the team @ Flaunter to ideate truly original and creative marketing concepts and bring them to life.

Work History

2019-11
- present

Social Media Marketer

ZodiacAds, Louisville

Key Qualifications & Responsibilities

- Initiated 17 SMM campaigns across multiple platforms (Instagram with heavy emphasis on Reels, TikTok, Pinterest).
- Built a database of over 100 influencers who collaborated on multiple projects with ZodiacAds.
- Conducted market research, resulting in branding pivots for a number of clients that increased their sales by 20-30%.

Key Achievement:

- Generated over \$500,000 in revenue for clients through successful marketing strategies.

2019-07
- 2019-10

Social Media Assistant (Intern)

HypeFlow, Louisville

Key Qualifications & Responsibilities

- Developed the company TikTok account, acquiring 5K users within 3 months.
- Conceived a set of characters for brand TikToks, causing several videos to go viral (30K+ views).

Key Achievement:

- Viral TikTok videos received a shoutout from the local news channel, increasing brand awareness and leading to a partnership with 4 local influencers.

Education

2015-09
- 2019-05

Marketing, Bachelor of Science

Western Kentucky University, Western Kentucky

Hobbies & Interests

- Promoting personal Instagram and TikTok pages (5+ years) on social media marketing. 8K and 17K followers, respectively.
- Graphic design (received a Google UX Design Professional Certificate): prototyping, creating wireframes and mockups using Figma.

Personal Info

Email

robin.calloway@email.com

Phone

401-590-0107

Instagram

instagram.com/thesocialwky

LinkedIn

linkedin.com/in/robinccalloway

Website

tiktok.com/@thesocialwky

Skills

Content Creation (Video, Reels)

TikTok Analytics

Instagram Analytics

CMS

SocialInsider

Hootsuite

Community Management

Influencer Relationship
Management

Reporting

Strategy

Copywriting

Decision-Making

Communication

Languages

English

★★★★★

German

★★★★★

Spanish

★★★★★

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CL Gary



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Digital Products RaptorDynasty,2025-09-28 Digital Products How to Create Package and Sell Them Profitably is a practical step by step guide to building a profitable online business with digital products You ll discover how to find ideas that sell choose the best format ebooks courses templates memberships and create a minimum viable product fast even without tech skills Learn how to package for premium value set up simple automated funnels and market effectively without feeling salesy With clear action steps templates and checklists after each chapter this book gives you a proven roadmap from your first sale to a scalable sustainable income stream How to Earn from TikTok : Cashing In on the Trend Economy
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perspectives with industry leaders hiring managers and developers from marginalized communities all offering their tips and insights Included are examples of materials such as job posts writing samples and portfolios as well as chapter end challenges for readers to directly apply the skills they have learnt This book will be of great interest to all beginner and aspiring games writers and narrative designers as well as more experienced writers looking to hone their skills

Advertising Age ,1961 Includes articles about advertising campaigns agency appointments and government actions affecting advertising and marketing Farmer's Weekly ,1923 *The Black Diamond* ,1928 *Mekeel's Weekly Stamp News* I. A. Mekeel,Charles Esterly Severn,Stephen B. Hopkins,1920 **Broadcasting** ,1963 *The Athenaeum* ,1889

The Northwestern Miller ,1926 **Pennsylvania Farmer Consolidated with the Pennsylvania Stockman and Farmer** ,1922 *Amusement Business* ,1972 **Industrial Marketing** ,1950 **Popular Photography** ,1993

Journal ,1961 Includes the institute s Proceedings **A Cabinet of Signs** Tate Gallery Liverpool,Whitechapel Art Gallery,Malmö konsthall,1991 Kasahara Emiko Kosugi Ando Miyajima Tatsuo Morimura Yasumasa Nomura Hitoshi Ohtake Shinro Sugimoto Hiroshi *Tide* ,1947 Marketing ,1942 **The National Publisher** ,1940 **Radio-electronics** ,1980

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