

CHARLOTTE SPANGLER

EXPERIENCE

Engagement Specialist — *Barrie, D'Rozario & DiLorenzo Agency | LA*

FEB 2018 - PRESENT [Contract]

- Audited 50+ social media pages and websites for clients and their competitors.
- Provided expert social media insight for client strategy and community management for billion-dollar company.

Video Content Creator — *No Boys Allowed | LA*

SEP 2015 - PRESENT

- Creator, producer, and editor of original sketch comedy videos.
- Featured on Elizabeth Banks' female-centric comedy site, WhoHaHa.com

Freelance Social Media Manager — *Various*

JAN 2015 - PRESENT

- Develop strategy, create graphic and video posts and captions, manage the community, and grow the audience for 10+ small businesses' social media platforms.
- Highlights:
 - Gained 10+ free products from companies for sponsored posts.
 - Grew Instagram audience by 800% in 6 months.
 - Worked with clients for 3+ years.

Freelance SEO Content Writer — *Various*

SEP 2014 - PRESENT

- Create original blogs and website content using SEO keywords for marketing agencies, their clients, and small businesses.
- Highlights:
 - Wrote 200+ blogs for major service franchise locations.
 - Wrote dozens of expert digital marketing blogs for agency websites.

Verified Fan Social Tracker — *Ticketmaster | LA*

SEP 2017 - DEC 2017 [Contract]

- Verified Taylor Swift fans through social media research for nationwide tour.
- Wrote weekly newsletter update to one million subscribers.

Social Media Coordinator — *Endemol Beyond | LA*

FEB 2016 - MAY 2016 [Contract]

- Coordinated team of graphic designers & video editors for YouTube series' social content, with a total reach of 80k.
- Conducted live Snapchat updates with major YouTube influencers.

SKILLS

SEO Keyword Research, Expert in Top Social Media Platforms, Hootsuite, Squarespace/Wordpress Backend, Google Analytics, Video Editing

EDUCATION

University of Southern California, Los Angeles — *Bachelor of Arts*

Bachelor of Arts degree in theater with a minor in Entrepreneurship. Graduated magna cum laude, and recipient of the Renaissance Scholar award.