

SARA EVANS

Social Media Manager • Content Creator • Paid Ads Strategist

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PROFESSIONAL SUMMARY

Creative and data-driven Social Media Manager with 8+ years of experience building brand identities, growing engaged audiences, and executing paid and organic campaigns for niche businesses. Skilled in content creation across formats — static graphics, Reels, and TikTok — as well as ad budget management, SEO strategy, and team coordination. Proven ability to deliver measurable results independently in remote environments with minimal oversight.

IMPACT AT A GLANCE

5,000+ Organic followers grown	+30% Ticket sales via Black Friday campaign	8+ yrs Social media management	\$1500-2500 Ad budgets managed (Google & Meta)
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CORE SKILLS

Company Specific Social Media Strategy	Content Creation	Reels & TikTok	Brand Voice & Identity From Scratch or Baseline	Small Business Marketing
Niche Industry Marketing	Meta Ads, Google Ads & SEO	Campaign Planning and Implementation	Community Engagement	Targeted Marketing and Seasonal Marketing

PROFESSIONAL EXPERIENCE

Social Media Manager & Content Lead | *Entangled Escape Rooms — Hybrid/Remote 2017 – 2025*

- ▶ Built and launched all social media platforms from the ground up, developing brand voice, visual identity, and content strategy across Instagram, Facebook, and TikTok - just to name a few.
- ▶ Grew a niche audience to 5,000+ followers through consistent organic content and community engagement strategies.
- ▶ Planned, created, and scheduled branded content 3x per week across platforms, maintaining a cohesive aesthetic and tone as well as paid marketing strategies for events (seasonal and recurring) and growth.
- ▶ Designed and implemented marketing assets including promotional graphics, event flyers, and campaign visuals using Canva and Photoshop.
- ▶ Produced photo and video content using both mobile and DSLR cameras (Canon Rebel T3i), including short-form video and Reels.
- ▶ Led and coordinated a creative team of 3+ contributors producing videos, print ads, and trailers for ongoing campaigns.
- ▶ Executed seasonal promotional campaigns — including a Black Friday campaign that drove a 30% increase in ticket sales.

Social Media Manager/Content Lead | *Entangled Escape Rooms Orange County — Remote 2020 – 2025*

- ▶ Independently took over all paid advertising responsibilities following team transitions during COVID, with no lapse in performance.
- ▶ Managed ad budgets ranging from \$100 boosted posts to \$600 Google Ads campaigns, maximizing ROI on lean budgets.
- ▶ Built and optimized engagement, traffic, and SEO-focused ad campaigns across Meta and Google platforms.
- ▶ Integrated paid and organic strategies to grow reach, drive conversions, and increase brand visibility.

Social Media & Marketing Coordinator | *Liquid Courage Karaoke Lounge & Escape Room — Remote Mar 2024 – Dec 2024*

- ▶ Established the brand's full digital presence from launch — including logo design, visual identity, and all social media accounts.
- ▶ Managed Google Ads and SEO strategy to improve local discoverability and drive new customer acquisition.
- ▶ Grew the brand's social following from 0 to 500 followers in under 10 months through organic content and engagement.

TOOLS & PLATFORMS

Canva • Photoshop • Adobe Suite • Procreate • Instagram • Facebook • TikTok • Meta Ads Manager • Google Ads • Google Workspace • Monday.com • Todoist • Microsoft Office • Canon Rebel T3i (DSLR)

EDUCATION

High School Diploma — Arlington High School, Arlington, WA (2014) **Coursework Completed** — Everett Community College (EVCC), Everett, WA

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Dear Hiring Manager,

I am a creative and results-driven Social Media Manager with 8+ years of experience building brands from the ground up, growing engaged audiences, and executing both paid and organic campaigns for niche businesses. I don't just post content — I build strategies, tell stories, and drive real, measurable outcomes for the businesses I work with.

At Entangled Escape Rooms, I built and launched the brand's entire social media presence from scratch across Instagram, Facebook, TikTok, and more — developing the brand voice, visual identity, and content calendar from day one. Over the course of my tenure I grew a niche audience to over 5,000 followers through consistent organic strategy, produced photo and video content including Reels and short-form video, led a creative team of 3+ contributors, and managed ad budgets ranging from boosted posts to full Google Ads campaigns of \$1,500–\$2,500. One of my proudest results was a Black Friday promotional campaign that drove a 30% increase in ticket sales.

I also took on full responsibility for paid advertising during a period of team transition, independently managing Meta and Google ad campaigns with no lapse in performance — a moment that really solidified my ability to operate autonomously under pressure. More recently, at Liquid Courage Karaoke Lounge, I built an entirely new brand's digital presence from launch, growing their social following from zero to 500 in under 10 months.

What sets me apart is the combination of creative instinct and strategic thinking I bring to every platform. I understand how to speak to a niche audience, how to balance organic growth with paid performance, how to design content that stops the scroll, and how to tie it all back to business goals. I am equally comfortable behind a camera, inside Canva or Photoshop, or inside a Meta Ads dashboard — and I bring the same reliability and attention to detail to all of it.

I would love the opportunity to bring this energy and experience to your brand. Thank you for your time — I look forward to the conversation.

Warm regards,

Sara Evans

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