



geordanna cordero

- Sr. Social Media Manager
- Marketing Manager
- Content Creator
- TikTok Marketer

EDUCATION

Baylor University

Bachelor of Science in Forensic Science

WORK EXPERIENCES

Lind Plastic Surgery

Senior Marketing Manager

ig: www.instagram.com/lindplasticsurgery

- Standardized patient before and after photography
- Social Media (instagram, tiktok, youtube), Email, Website
- Create a monthly Content and Promotional Calendar
- Increased Instagram followers by 5% within 6 months
- Increased TikTok followers, 10% within 6 months
- Conceptualize + Produce vertical short-form videos of before and after footage of breast augmentations, bbls, liposuction, tummy tucks
- Weekly & Monthly Analytics Reporting

Global Healing

Senior Social Media Manager /

Content Creator / TikTok Specialist

- Develop and implement an organic social media strategy
- Create a monthly Content Calendar
- Increased Instagram followers, 69k to 76k within 3 months
- Increased TikTok followers, 400 to 30k within 3 months
- Create monthly assets for Instagram and Facebook
- Conceptualize + Produce vertical short-form videos
- Average of 52k views per Instagram Reel
- Weekly & Monthly Analytics Reporting
- Brand spokesperson in vertical short-form videos
- Create on-trend, on-brand TikTok, and Reels content

Joel Osteen | Lakewood Church

Senior Social Media Manager

- Manage a team of coordinators, designers, copywriters, and community engagers
- Manage over 52.68 Million followers
- Develop and execute paid ad plans totaling \$3+ million in sales
- Create high-level social strategies for large-scale marketing campaigns
- Isolate and report key metrics and define KPIs for success
- Kanye West at Lakewood Church, overseeing live chats of livestream on YouTube and Facebook, YouTube having more than 1.7M views

CONTENT PORTFOLIO

Content Portfolio

TikTok Marketer Portfolio

PROFESSIONAL SKILLS

CapCut, TikTok, Photoshop, Premiere Pro, Canva, Trello, Slack, Wix, Sprout Social, Hootsuite, InShot, Word, Excel, Google Docs, Slides and Sheets

PERSONAL SKILLS

Creative, Natural Leader, Quick Study, Willingness to Learn, Critical Thinking, Adaptability, Team Work, Interpersonal Skills, Professional Empathy

INTERESTS

- Feminine Embodiment Coach
- Health + Wellness Influencer
- 200-hour Yoga Teacher Certification
- Trauma-informed
- Abstract Painter
- Licensed Wildlife Rehabilitator
- Fashion | Beauty | Lifestyle

CONTACT

✉ geordannasocial@gmail.com

🌐 www.geordanna.com

🎵 [@geordannawellness](https://www.instagram.com/geordannawellness)

📷 [@geordannatheartist](https://www.instagram.com/geordannatheartist)

🌐 [@geordanna](https://www.linkedin.com/company/geordanna)

2023
Present

2021
2023

2017
2020