

geordanna cordero



Sr. Social Media Manager



Marketing Manager Content Creator



TikTok Marketer



EDUCATION

Baylor University

Bachelor of Science in Forensic Science



WORK EXPERIENCES

2023 Present

Lind Plastic Surgery

Senior Marketing Manager

ig: www.instagram.com/lindplasticsurgery

- · Standardized patient before and after photography
- Social Media (instagram, tikotk, 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

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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

2017 2020

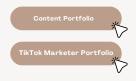
Joel Osteen | Lakewood Church

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





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



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







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in @geordanna