

Fiona Burrows

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PERSONAL STATEMENT

I have honed my expertise for over eight years as a creative marketer, social media specialist, and administrator in non-profit arts organizations and other industries. My passion for art, marketing, and social justice has led me to create engaging and powerful campaigns with incredible audience engagement, retention, and growth.

EXPERIENCE

Marketing and Administrative Assistant

August 2023 - Current

Conundrum Theatre Company | Burbank, CA

- Grew social media following by 104% and retained involved audiences through engaging content and strategy.
- Spearheaded the organization's growth by implementing project management software, restructuring donor management, and liaising with staff and volunteers across the company regarding assets and timelines.
- Produced all aspects of marketing campaigns, including managing the department editorial calendar, writing, proofreading, and designing social media posts, email newsletters, show programs, printed flyers, and website assets.

Freelance Social Media Manager

September 2018 - August 2023

Various | Remote

- Built social media strategy and developed unique brand identities for a diverse clientele in various industries, including luxury real estate, professional organization, and the performing arts.
- Increased social media engagement by 851% by quickly taking advantage of trends and generating meme content.
- Developed a campaign about diversity in theatre spaces and raised \$450+ for The National Lawyers Guild of Los Angeles during the 2020 Black Lives Matter Protests and the Chapman University Black Student Union.

Social Media Manager

July 2022 - February 2023

DB&M Media | Costa Mesa, CA

- Provided full-suite social media marketing services for clients, including brand development, style guides, social media campaign creation, paid social advertising, analysis, and photo, video, and graphic design content.
- Created targeted advertising campaigns through Meta Ads Manager that reached 300,000 unique users.
- Managed photo and video shoots, including equipment, videographers, actors, influencers, and food stylists, to ensure client satisfaction on tight timelines.
- Increased account engagement from Q3 to Q4 by 1034% through Meta Ad campaigns, giveaways, and improved social media strategy.

Marketing Intern

August 2021 - December 2021

Seegerstrom Center for the Arts | Costa Mesa, CA

- Promoted SCFTA programs from Broadway touring shows to educational programs through digital marketing and social media campaigns that reached over 52k followers.
- Assisted in the curation, prep, and scheduling of events, including talent and press invites, maintaining press and talent databases, and opening night audience video interviews.
- Developed professional knowledge of non-profit arts administration, project management, public relations, brand management, influencer curation, and strategy development.

EDUCATION

B.A. Communication Studies, B.A. Theatre Studies | Chapman University

SKILLS

Certifications: Meta Certified Digital Marketing Associate, Meta Certified Creative Strategy Professional

Social Media: Instagram, Facebook, Twitter, TikTok, YouTube, LinkedIn, Pinterest, Reddit

Programs: Meta Ads Manager, Canva, Adobe Creative Cloud (Adobe Express, Illustrator, Photoshop), Microsoft Office (Teams, Outlook, Excel, Word, PowerPoint), Google Drive (Docs, Sheets, Slides, Gmail, Calendar), Linktree, Bit.ly, Later, Hootsuite, Asana, Monday.com, Slack, MailChimp, Dropbox

Analytics: Search Engine Optimization (SEO), market research, KPI tracking

Copywriting: Press releases, social copy, digital copy, print copy, blog posts, news articles

Strategy: Budget creation, calendar management, brand development, brand management, strategy creation