

Savvy Socials Media Footprint:

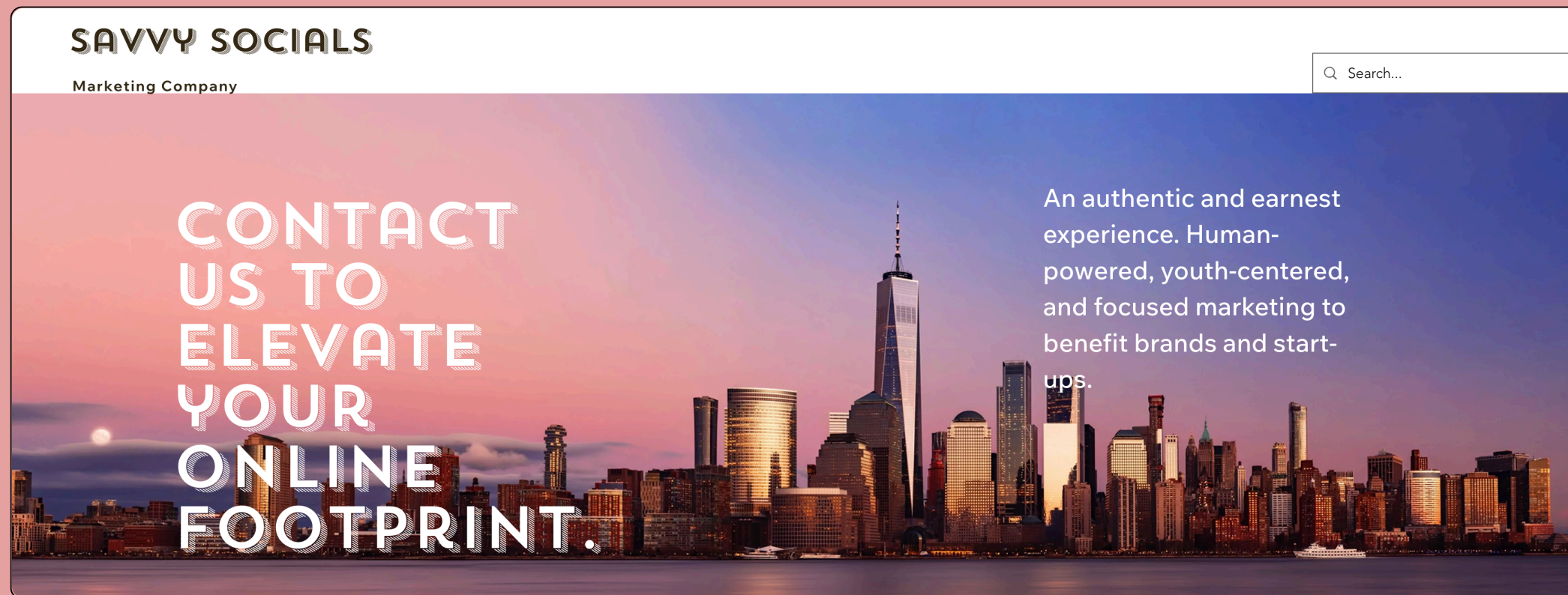
Why Work With Us?



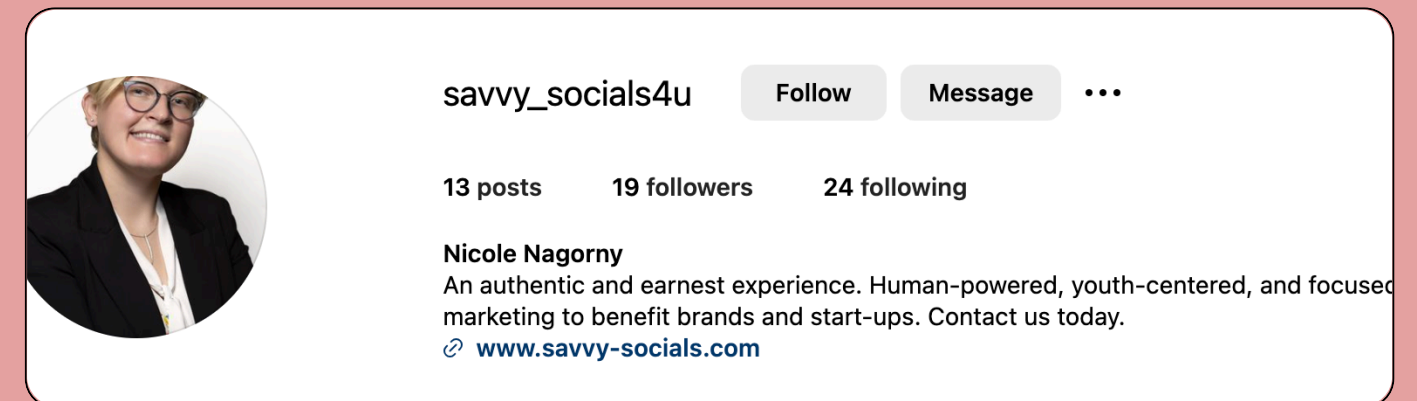
Where Can You Find Us?

Website: www.savvy-socials.com

Instagram:
[@savvy_socials4u](https://www.instagram.com/savvy_socials4u)

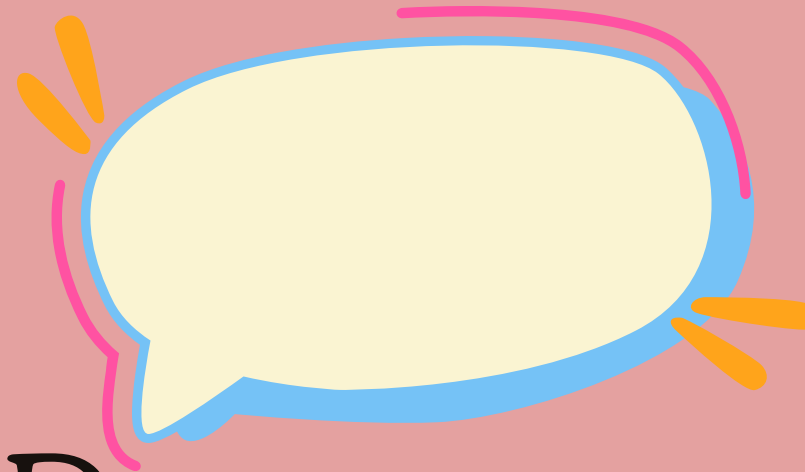


The screenshot shows the website for Savvy Socials, a marketing company. The header includes the company name "SAVVY SOCIALS" and the tagline "Marketing Company". A search bar is located in the top right corner. The main content area features a city skyline at sunset. On the left, the text reads "CONTACT US TO ELEVATE YOUR ONLINE FOOTPRINT." On the right, a paragraph describes the company as "An authentic and earnest experience. Human-powered, youth-centered, and focused marketing to benefit brands and start-ups."



The screenshot shows the Instagram profile for @savvy_socials4u. The profile picture is a circular portrait of a woman with glasses. The bio reads: "Nicole Nagorny An authentic and earnest experience. Human-powered, youth-centered, and focused marketing to benefit brands and start-ups. Contact us today. www.savvy-socials.com". The profile statistics show 13 posts, 19 followers, and 24 following. There are buttons for "Follow" and "Message".

What I can Do:



What I Offer:

Copywriting for Instagram, LinkedIn, or Pinterest posts

Discover what are the trending hashtags for business with client.

Upload/post content on a weekly schedule

Mornings? Afternoons?
Evenings? Whatever you decide.

Holiday Posts



Headshots

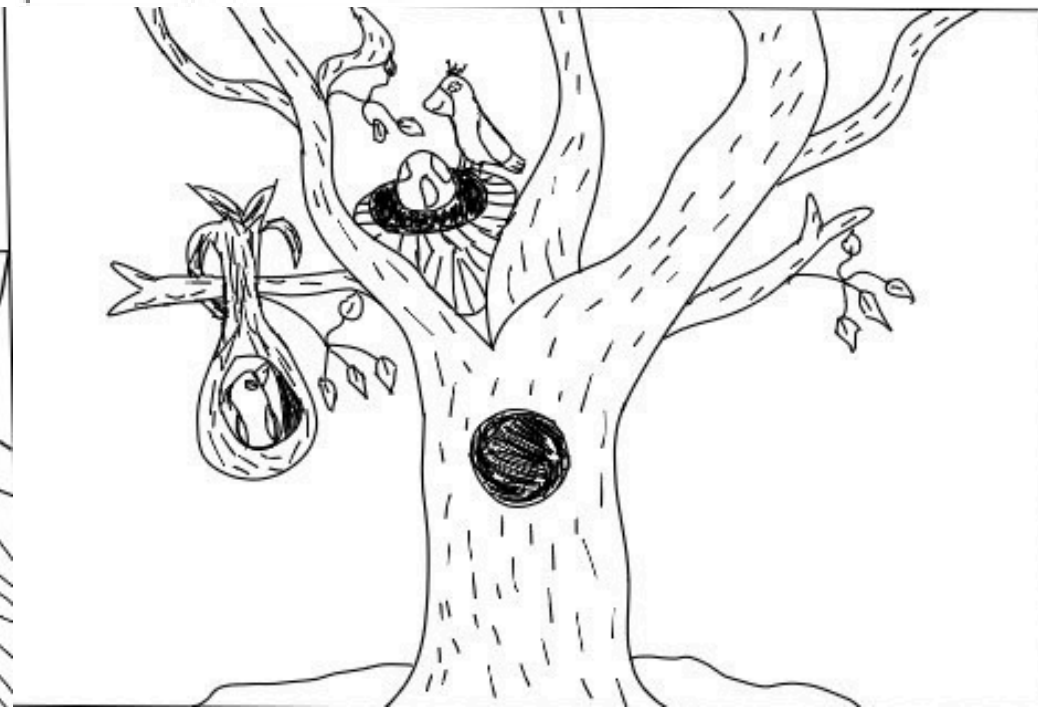
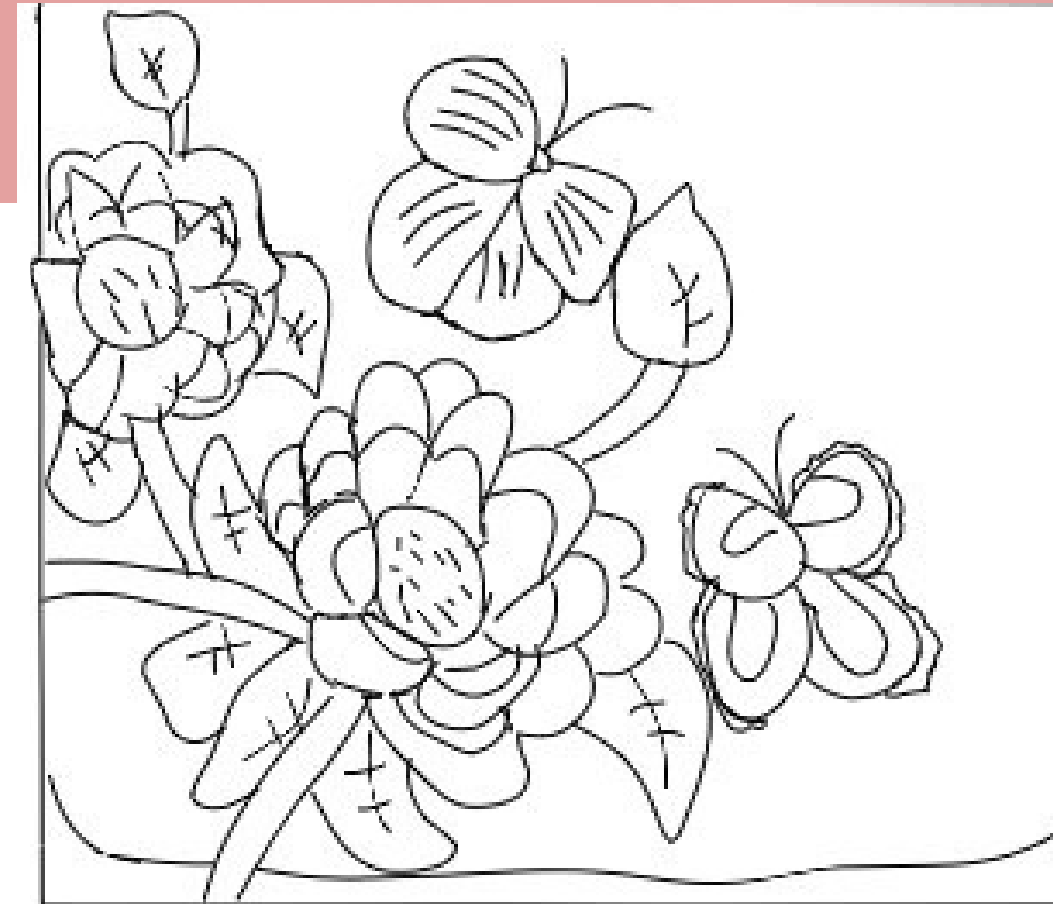
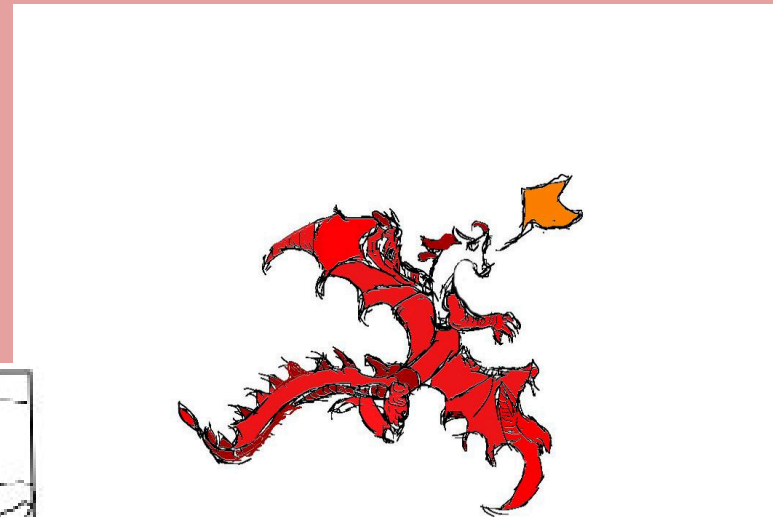
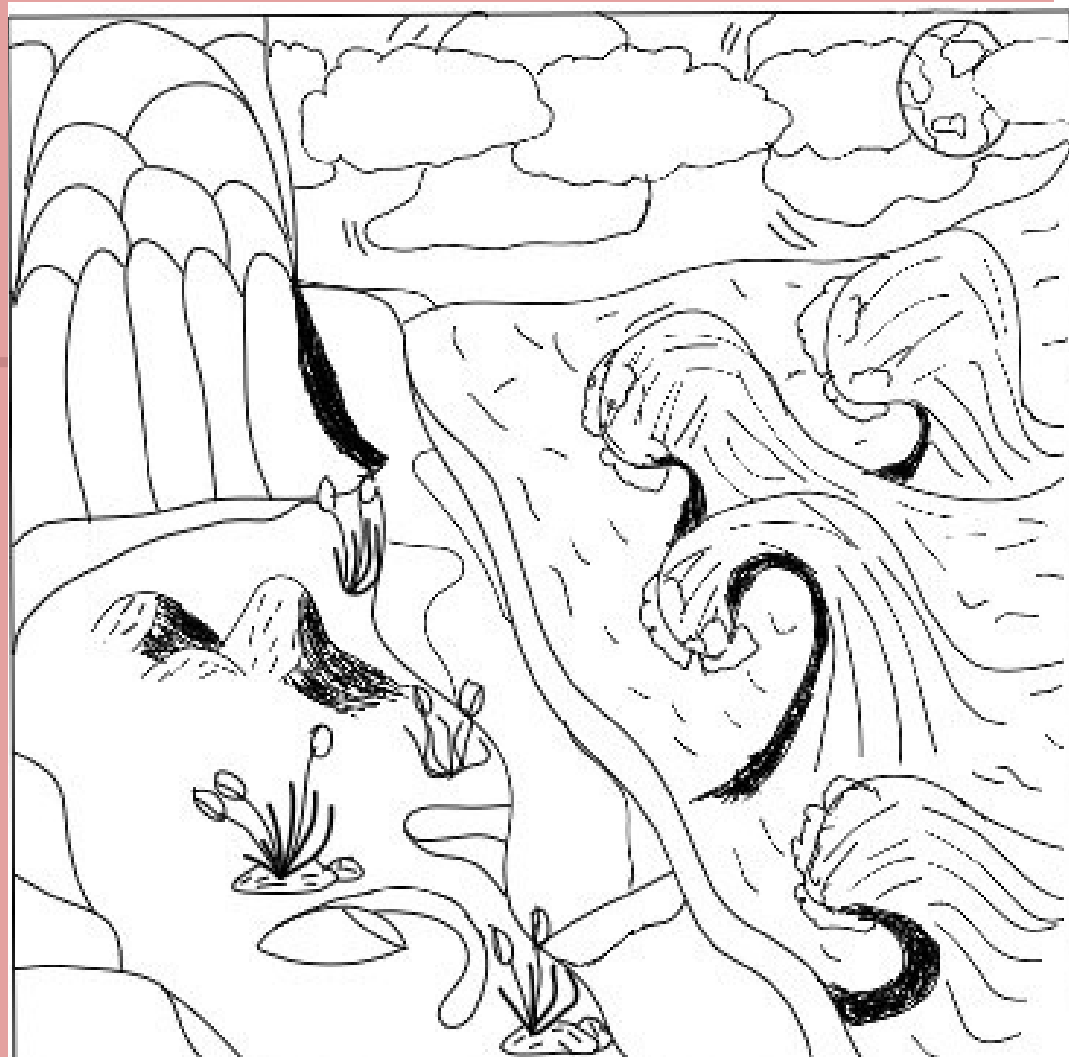


Flyers



Examples of my work:

Digital Art Projects:



My Resume:

Education, Skillsets, Work History



Nicole Nagorny

Secaucus, NJ • 551-697-7252 • niklynagorny@gmail.com • [LinkedIn](#)
[Savvy Socials](#)

CONTENT DEVELOPER / CONSULTANT / COORDINATOR / DIGITAL ARTIST – SOCIAL MEDIA

- Content and social media analyst, researcher, and developer with hands-on experience, increasing brand awareness, and advanced degree studies focused on digital marketing and communications.
- Creative and strategic thinker dedicated to collaborating with teams to assess big-picture needs and capabilities to support goal attainment; works professionally and on time.
- Excellent customer service skills with knowledge of digital landscapes and passion for social media – including Instagram, Facebook, TikTok, Pinterest, and X (Twitter). Able to film videos for b-roll and reels. Able to stay up to date with latest trends. Able to identify trends. Able to manage social media channels and analyze performance metrics. Able to track ROI's and track campaign results.
- Capable of utilizing brushes and editing features on both Procreate and Photoshop. Can create digital art pieces for commissions.
- Capable of creating three-month plan to review social media content strategy and progress. Able to create effective PowerPoints and edit Google Slides. Can create meetings and schedule them. Able to create branded content. Able to multi-task and work in a fast-paced environment.

CORE COMPETENCIES

Content Planning & Strategy • Search Engine Optimization (SEO) • Digital Artist • Copywriting Proficiency • Data Analysis • Editing Content
• Project Management & Prioritization • Quality Assurance (QA) • Marketing • Client Relations • Presentations • E-Commerce Sites • Trends Analysis, Calendar Management

EDUCATION

MASTER OF SCIENCE IN MARKETING/SOCIAL MEDIA & MOBILE MARKETING (12.2022) –

Pace University, Lubin School of Business

New York, NY

- Researched implementation of emotional branding for product sales and brand's role in customer loyalty (05.2022).
- Created and distributed survey result analytics for Engas Olive Oil. Prepared interview questions and produced interview video with Selim Bensedrine, CEO (11.2021).

BACHELOR OF ARTS IN COMMUNICATION & MEDIA STUDIES –

Caldwell University

Caldwell, NJ

- Broadcast Performance & Production, Film Theory & Production, Communication Theory, & Business Communication.

WORK EXPERIENCE

SOCIAL MEDIA SPECIALIST – AFK STRATEGIES

FEBRUARY 2024 - PRESENT

- Collaborated and developed a comprehensive social media strategy that aligned with the social media strategy's goals and target audience. Had a 10.5% increase in follower count within the first month.

OWNER/OPERATOR – SAVVY SOCIALS

EST. DECEMBER 2023

<https://www.savvy-socials.com/>

CONTENT MANAGER – CONSULTANT – MR. RIGHTNOW

2021-Present; Remote

- Established digital music platform, including website and accounts development – growing Instagram following from zero to over 6,900. <https://www.instagram.com/mr.rightnow.music/>

LECTURER, INTERNET CRASH COURSE – MODERN MEDIA HABITS – Secaucus Public Library

2023; Secaucus, NJ

- Planned, created, and delivered lecture as well as survey on internet habits, privacy, and safety to full-house of diverse audience – covering social media habits and impact on people's lives.

SOCIAL MEDIA COORDINATOR INTERNSHIPS– Effie's Paper / Albert Einstein College of Medicine

2019-2022; Remote

- Managed, monitored, and updated social media accounts, enhancing customer loyalty and fueling new business. Increased Instagram following from 32,000 to 36,000 and Pinterest from 3,700 to 126,600 monthly views in one year.
- Orchestrated development of Montefiore Hospital's Genetic Department website, coordinating department head and staff members in content creation.

Technical Skills

Photoshop • Procreate • Microsoft Office Suite (Word, Excel, PowerPoint) • Adobe Creative Suite, Premier Pro • Google Analytics Certification for Beginners • SQL • Canva, Piktochart, Video Editing • Graphic Design • |

Restaurant Rates Offer:

Package Include: Website development, Pinterest, Instagram Uploads

Price For Entire Package: \$640

For Three Months of Work

Includes Monitoring of Content on a Weekly Basis

***\$196.50 payable at beginning of each month.



New Business Special
\$50 Off Coupon

Social Media Plan For Saint Anthony's Orthodox Church November Festival

Promotional Video/Reel

Content of Church.

Admin of social media accounts for Saint Anthony's Orthodox Church

Post and reminder of live entertainment - First Night

Make Edits to Flier - What platform did first editor from Fiverr use?

Ideas for Reels; "watch my boss/priest for me", "what I do in a day as a marketing volunteer" "boomerang reel of food from festival", "tell me you're Greek without telling me you're Greek", "this or that challenge but with ethnic foods"

Photos ideas: posts highlighting different vendors



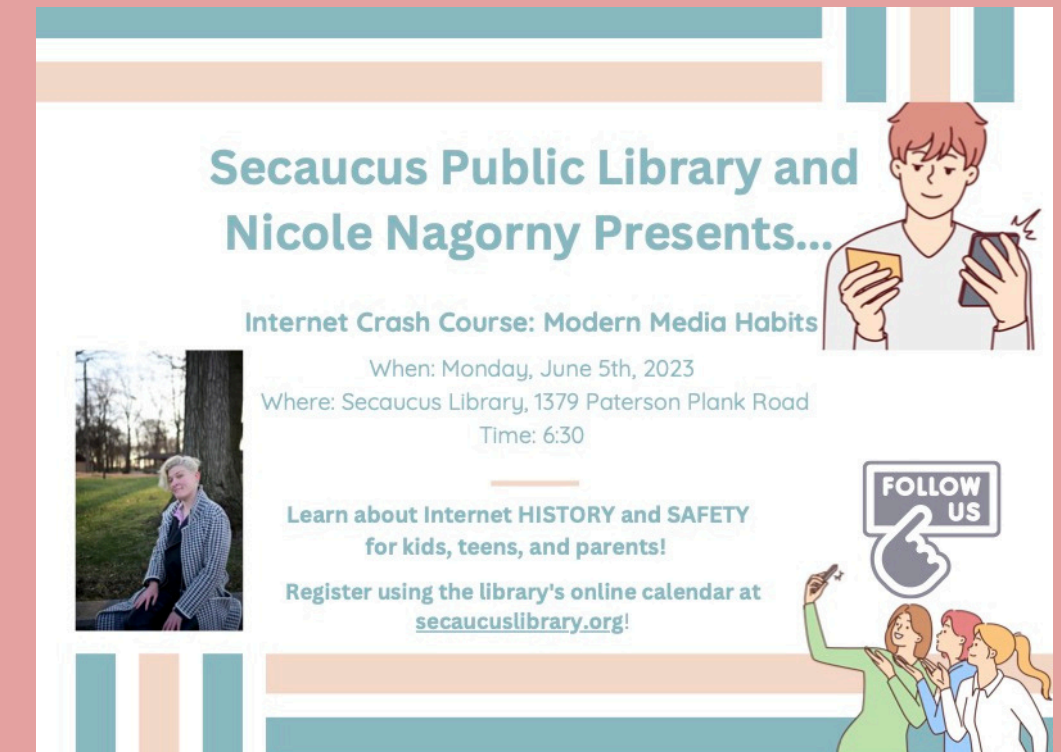
Other Work:



Band Logo and
Development For Previous
Client



Flyer For Fundraiser



Announcement For Lecture
Course

Video (Live) Content Experience:

We're growing and learning everyday!



That's All Folks

Thanks for meeting with me!
Let's connect.

Nikki Nagorny's Cell:
551-697-7252

Business Gmail: savvysocials4u@gmail.com

Professional LinkedIn: [Nikki Nagorny](#)



Recommendation Letter
From AFK Strategies.

Time of Internship:
February 2024 - June
2024

“What sets Nikki apart is their dedication to client satisfaction. She is responsive, attentive to our needs, and always willing to go the extra mile to deliver results. Her regular reporting and analytics provide valuable insights into our social media performance, enabling us to make informed decisions and optimize our marketing efforts. Overall, partnering with Nikki has been a rewarding experience. I highly recommend Nikki to any business looking to elevate their social media presence and achieve measurable results.” - AFK

STRATEGIES





February 13, 2023

RE: Recommendation for Nicole Nagorny

To Whom It May Concern:

Nicole Nagorny was a social media intern with Effie's Paper :: Stationery&Whatnot for three months in the Summer of 2022 from June to August. She was involved with our Summer Internship Program, a new project developed to help interns learn about social media from a marketer's perspective. Nicole was one of three interns. Nicole's primary duties consisted of posting to our Pinterest feed daily; she posted Daily Pins and Scheduled Pins using Tailwind. To do so, she uploaded photographs, wrote copy and provided the appropriate backlinks. Additionally, on a scheduled basis, Nicole engaged with our customers and followers on our Instagram feed using our "mining and grinding" technique. She even did an Instagram Story Takeover where she provided "A Day In The Life of An Effie's Paper Intern".

Effie's Paper is a female-owned business run by a small team of women; Nicole fit in nicely with our team. Nicole was a pleasure to work with, she was curious, asked great questions and provided her assignments in a timely manner. When problems arose, as they always do, Nicole was proactive in alerting her supervisor. The two of them worked together to find a solution and get the desired result. Nicole is a quick learner who works well in a group setting and is able to complete projects independently.

I am writing this letter of recommendation for Nicole because I believe she will be an asset to any work environment. She's got a pleasant demeanor and gets along well with others. Nicole has the intelligence, work ethic, positive outlook and communication skills to add value wherever she is employed.

Please feel free to contact me if you have any questions about Nicole Nagorny and the work she did while working for Effie's Paper Stationery.

Recommendation
Letter From Effie's
Paper
Time of Internship:
June 2022 -
August 2022