

SAVANNAH VARGAS

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Experienced in leading digital campaigns, managing 70+ client accounts, driving business growth, and overseeing content strategy across multiple industries. Skilled in project management, client relations, social media marketing, and cross-functional collaboration with proven success in increasing ROI, improving campaign performance, and expanding brand visibility.

CORE COMPETENCIES

- Digital Marketing Strategy
- Account Management
- Social Media Management
- Business Development
- Content Creation
- Paid Advertising (Meta Ads)
- Campaign Management
- Project Coordination
- Influencer Marketing
- Team Leadership
- Client Relations
- Brand Strategy
- Cross-Functional Collaboration

TOOLS & PLATFORMS

Meta Business Suite • Canva • Adobe Creative Suite • Photoshop • Lightroom • CapCut • WordPress • Google Analytics • Mailchimp • Constant Contact • Hootsuite • Social Pilot • Sprout Social • SEO • Ads Manager • Frame.io • AI Tools •

PROFESSIONAL EXPERIENCE

Media Manager | [Industry Media](#) & [Magazine](#) | 2022–Present

- Manage and oversee strategy and execution for 60+ client social media accounts across multiple industries.
- Led influencer campaigns with creators reaching 500K+ combined followers, increasing client visibility and engagement.
- Achieved 100% ticket sales for multiple client events through strategic digital advertising campaigns.
- Generated and onboarded 20+ new clients through relationship building and business development initiatives.
- Directed creative productions from concept to execution, ensuring content aligned with brand identity and campaign goals.
- Coordinated cross-functional teams across social media, design, photography, and web development projects.
- Led workflow meetings and project initiatives to improve communication, collaboration, and operational efficiency.

Founder | Savish LLC Marketing Services | 2023–2024

- Developed marketing and growth strategies for small businesses across multiple industries.
- Consulted clients on branding, customer engagement, and digital positioning strategies.
- Produced photography and video content to strengthen digital presence and audience engagement.
- Built strategic partnerships and networking opportunities to increase visibility and lead generation.

EDUCATION

Monmouth University

B.S. Business Administration — Leadership & Organizational Development

Study Abroad: Universidad de Belgrano, Argentina

Minor: Spanish Business

Honors: EOF Study Abroad Scholarship

LANGUAGES

Fluent in Spanish