

Bianca

## CANALES

### SOCIAL MEDIA STRATEGIST



Number

**702-443-4784**

Email

**biancacanales3@gmail.com**



scan for portfolio

## PERSONAL PROFILE

I'm a social media strategist, model, and tastemaker who has managed various types of social media accounts. Past client industries include: fashion, beauty, cannabis, lifestyle, and tourism.

## ACADEMIC BACKGROUND

Univeristy of San Diego  
Bachelors in Communication Studies & Marketing  
2015-2019

I have acquired skills in media writing, branding, and market research. Learning in both the Business and Art & Sciences Schools honed my perspective and expertise as an effective communicator.

## PROFESSIONAL EXPERIENCE

- **Freelance Social Media Manager / Manager**  
2018-2020 Bobbi Rocco Boutique

Defined and executed Facebook/Instagram online ads strategies. Shooting, scheduling, and curating social media content was all in days work. Scouted models and photographers to shoot monthly social media content. I also participated in influencer outreach, and audience research.

- **Social Media and Production Coordinator**  
2019-2020 Canyon Country LA

Daily social posting and scheduling. Supported executives on set as a production assistant. I provided support with casting models, scouting photographers and stylists, and making sure everything runs smoothly according to a defined shot list.

- **Inflencer and Client Realties Intern**  
2018 Bloggers Who Brunch Agency

Collaborated with CEO And COO to brainstorm and execute high profile influencer events. I participated in influencer research and outreach. Accomplished logistical needs such as sourcing catering, decorations, and travel arrangements. I also prepared Return On Investment reports for clients.

## SKILLS

- Fluent Spanish Speaker
- Hootesuite Certified | Canva | Airtable
- Photoshoot Production + Content Creation
- Freelance Model