

Arazi Franklin

Social Strategist

Education

Savannah College of Art and Design (SCAD),
Savannah, Ga
BFA in Social Strategy and Management
Expected Graduation: March 2026

GPA: 3.9

Study Abroad Program, SCAD, Lacoste,
France
September 2023- November 2023

Academic Experience

President of Special Events and
Community Service, DECA, Marietta, GA
(2019-2022)

- Competed in DECA Regions, State, and ICDC
- Organized and conducted weekly meetings and provided mentorship to chapter members
- Planned and promoted high-impact fundraising events, sponsorships, and captured content for the social media team
- Successfully raised \$3,200 for Breast cancer research and \$1,000 for the International WAGR Syndrome Association

Skills

Technical Skills

- Adobe Certified
- Google Suite
- Microsoft Suite
- Meta Business Manager

Industry Knowledge

- Social Media Management
- Content Creation
- Brand Communication
- Implemented data-driven storytelling strategies using social media platforms of local businesses
- Created interactive solutions to facilitate interactions between brands and audiences
- Produced visually stimulating brand communication to captivate audiences across various platforms

Work Experience

Social Media Manager, The Greatest Gig, Savannah, Ga.

2025 - Present

- Strategize and create multimedia content that drives engagement, boost awareness, and leverages trending topics
- Analyze performance metrics to refine strategy and maximize reach
- Led end-to-end social execution; including content ideation, performance analysis, and strategic partnerships

Sales Associate, Von Maur, Alpharetta, Ga.

July 2024 - Present

- Create and supervise themed events to enhance customer experience and increase store traffic and sales
- Engineer visually appealing packaging presentation, ensuring high store standards and customer satisfaction
- Deliver quality customer service to maintain satisfaction and personalized experiences

Digital Marketing Consultant Intern, Hive Fitness Journey, Woodstock, Ga.

Summer 2024

- Spearheaded social media management, content creation and SEO optimization, driving a 22% increase in social media reach and 83% boost in content interactions
- Orchestrated digital marketing initiatives enhancing company's digital footprint

Intern, Vinings School of Art, Smyrna, Ga.

Summer 2023

- Promoted school programs and events to increase awareness in the community
- Facilitated interactive art activities and weekly lesson plans, fostering a creative and supportive environment for young children in order to enhance artistic skills and confidence

Social Media Intern, A to Z Therapy, Sandy Springs, Ga.

2021

- Created visual and written content for social media campaigns
- Leveraged storytelling to convey the impactful work of transformative journeys of children as they received therapy and support for their disabilities
- Collaborated with therapist and staff to capture and share authentic stories and experiences

Email: Arazi.Franklin@gmail.com
Phone: 770-681-2294
Website: www.arazifranklin.com