Camila Duarte

Social Media Manager · Retail and Consumer Brands

Kansas City, MO · (816) 555-0184 · camila.duarte@email.com · camiladuarte.co · linkedin.com/in/camiladuartesocial

SUMMARY

Social media manager with 7 years in agency and in-house roles, currently running organic social for a 14-store outdoor retailer. Builds short-form video series with store staff and ties social activity to online revenue through UTM tracking and GA4.

EXPERIENCE

Social Media Manager · Crossroads Outdoor Co. — May 2022 – Present

Kansas City, MO

- Ran organic social across Instagram, TikTok, Facebook, Pinterest and YouTube, publishing about 45 posts a week through Sprout Social.
- Grew TikTok from 2,100 to 58,000 followers in 20 months with a staff gear-testing series, holding a 7.4% average engagement rate.
- Cut median response time on comments and DMs from 9 hours to under 2 with a saved-reply library and weekend coverage rotation.
- Set up UTM tagging and a monthly GA4 report; social was credited with $412K in tracked online revenue in fiscal 2025.
- Recruited 22 store employees into a paid creator program and trained them on brand voice, FTC disclosure and filming basics.

Social Media Coordinator · Bright Plains Agency — Jun 2019 – Apr 2022

Kansas City, MO

- Handled community management for 9 clients, including a hospital system, two restaurant groups and a USL soccer team.
- Scheduled 120 to 150 posts a week in Hootsuite and moved client content calendars from spreadsheets into Asana.
- Caught a food safety complaint thread within 40 minutes and escalated it using the crisis protocol I had drafted for that client.

EDUCATION

B.J. Strategic Communication · University of Missouri, Missouri School of Journalism — May 2019

SKILLS

Platforms: Instagram, TikTok, Facebook, Pinterest, YouTube, LinkedIn

Content: Short-form video, Creator programs, Community management, Content calendars, Copywriting

Tools and measurement: Sprout Social, Hootsuite, Canva, CapCut, Premiere Pro, GA4, UTM tracking, Social listening

CERTIFICATIONS

Meta Certified Community Manager (Meta Blueprint) · Hootsuite Social Marketing Certification