

SAVANNAH DOWNEY

SOCIAL MEDIA MANAGER & DIGITAL CONTENT STRATEGIST

savcreativemedia.com • sav.creative.visuals@gmail.com • (812) 374-4936

Social media & digital marketing professional with experience creating high-performing content, growing online communities, and executing multi-platform marketing strategies. Skilled in content creation, photography, videography, analytics, and brand storytelling to increase engagement and support organizational goals. Proven ability to manage multiple projects while delivering results in fast-paced environments.

SELECTED ACHIEVEMENTS

- ULM Football's Instagram following increased by **53.5%** during the 2024 season — the highest growth in the SBC that season.
- Built ULM's TikTok page from the ground up, gaining **4,500+ followers** in less than 2 years.
- Contributed to **3,000+ new followers** across ULM Athletics social media since July 2024.
- Increased Cornell Athletics video views by **965%** through an audience-focused content strategy.
- Generated **5.83M+ social media views** in 3 months across 12 unique social pages.

EXPERIENCE

Creative Content Coordinator · ULM Athletics	Jul 2024 – Present
• Develop & execute digital content strategies supporting 12 Division I brands across social media platforms. • Create engaging photo & video content supporting marketing campaigns, fundraising, ticket sales, sponsorship activations, recruiting efforts, & merchandise promotion. • Manage content calendars & production schedules while delivering high-quality assets under tight deadlines. • Help run 12 teams' Instagram, TikTok, & X accounts — posting, captioning, & answering comments & DMs. • Analyze social media performance to identify successful content strategies & audience engagement trends. • Train interns, students, & freelancers, and coordinate creative projects from concept through publication.	
Creative Content Producer · Cornell University Athletics	Sep 2023 – May 2024
• Produced marketing content supporting 37 Division I brands across multiple social media platforms. • Increased video views by 965% through audience-focused storytelling and platform optimization. • Helped run 37 teams' Instagram & X accounts — posting, captioning, & answering comments & DMs. • Created short-form video & photography assets that increased audience engagement & expanded reach.	
Content Team Supervisor & Creator · Coastal Carolina Athletics	Jan 2021 – May 2023
• Managed student content creators & oversaw creative workflows. • Maintained brand consistency & produced multi-platform digital campaigns.	

EDUCATION

B.A., Sports Communication (Minors: Video Production & Photography) — Coastal Carolina University
Completed degree in 3 years · Honors College
President's List (all semesters) · Presidential Scholarship Recipient

SKILLS

CREATIVE	MARKETING	ANALYTICS
Photography	Brand Storytelling	Social Media Analytics
Videography	Campaign Planning	Performance Reporting
Social Content	Audience Growth	Engagement Strategy
Adobe Creative Suite	Social Media Strategy	Copywriting