

ADRIANA WARDLE



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New York, NY

EDUCATION

AUBURN UNIVERSITY
Bachelor of Arts in Industrial Design
Minor: Spanish

OTHER ROLES

DIRECTOR OF SOCIAL MEDIA GRAPHICS
Auburn University, Panhellenic
AUG 2016 - AUG 2017

SOCIAL MEDIA CHAIR
Auburn University, Industrial Design Program
AUG 2015 - AUG 2016

EDUCATION VICE PRESIDENT
Auburn University, Gamma Phi Beta, Gamma Phi Chapter
AUG 2015 - AUG 2016

SKILLS

SPANISH NATIVE
ENGLISH NATIVE
PORTUGUESE BASIC LEVEL
ADOBE CREATIVE SUITE

SPROUT SOCIAL
BUFFER
HOOTSUITE

SOCIALBAKERS
ILLUSTRATION TABLETS

COPYWRITING
PHOTOGRAPHY
SKETCHING

COMMUNITY MANAGEMENT
STRATEGIC PLANNING

FACEBOOK ADS
EMAIL MARKETING

PROFESSIONAL EXPERIENCE

FOUNDER, ARTIST, & DESIGNER - KNUDOS STUDIO **JAN 2023 - PRESENT**

- Conceptualized and launched a new brand of bags, "Knudos" leveraging brand identity including logo design, color palette, and visual storytelling while cultivating a loyal customer base through exceptional customer service and brand storytelling

PRODUCTION COORDINATOR - FROST and SEA **MAY 2023 - PRESENT**

- Developed and maintained production timelines and budgets, and tracking progress of processed influencer contracts and agreements, ensuring adherence to brand guidelines
- Provided logistical support during influencer shoots, ensuring efficient workflow and high-quality content creation, created and distributed call sheets outlining shoot details, etc.

CREATIVE CONTENT ASSOCIATE - GOWNEYEDGIRL **AUG 2020 - PRESENT**

- Assisted with high-quality, iconic content creation for a leading bridal influencer with over 1 million followers across social media platforms
- Maintained a positive and professional demeanor in fast-paced environments, ensuring smooth workflow
- Demonstrated strong organizational skills by managing shot lists, coordinating schedules, and preparing props, outfits, equipment for photoshoots
- Developed a keen eye for detail by assisting with image styling, composition, and post-production workflow

BRAND MANAGER & SOCIAL MEDIA TEAM LEAD - JUSTIN ALEXANDER **FEB 2021 - AUG 2022**

- Led the social media team responsible for editing and provided direction for social strategies and content calendars across all five Justin Alexander brands and social team
- Increased Lillian West's follower growth by over 100%
- Developed and executed large-scale social influencer marketing strategies, tactics, and activations on a seasonal and ongoing basis that brought in over 1,000 followers on TikTok across 2 months
- Led production team on Lillian West social and campaign shoots from concept to post-production
- Continued to manage day-to-day operations and Lillian West's social channels
- Created, led, and executed new social media reporting outlines, analytics, insights, and takeaways across all five brands
- Led social media experiments by writing, pitching, and executing creative concepts and social strategies across multiple accounts and social channels

SOCIAL MEDIA MANAGER - JUSTIN ALEXANDER **AUG 2020 - FEB 2021**

- Managed the day-to-day operations of Lillian West and Adore by Justin Alexander while growing the accounts by over 50K new followers across both brands
- Led and developed a new reporting analytics system across all Justin Alexander brands to ensure content continued to exceed the set KPIs
- Reported on social media results on a monthly and quarterly basis to pivot content plans to optimize the learnings found in the reports
- Scripted, sourced, project managed, collaborated, and executed on-location photoshoots for our website, sales, and social media platforms
- Established, promoted, and dictated the ideation & strategy to increase engagement across all email marketing campaigns, optimizing for audience growth to our website/store locator

SOCIAL MEDIA STRATEGIST - SOCIAL CHAIN **OCT 2018 - MAY 2020**

- Created, promoted, and managed day-to-day operations of clients' social media channels
- Developed monthly content calendars and executed content strategy to continually strengthen engagement while exceeding KPIs
- Analyzed data to provide insights, suggested content strategy and empowered content creators to build unique, compelling, and engaging content
- Worked alongside production and project management to ensure shoots on location and in-studio are social-first
- Assisted production team in developing, planning, and executing social content across clients

GLOBAL MARKETING INTERN, GLOBAL SOCIAL MEDIA STRATEGY INTERN - TUPPERWARE BRANDS **JUNE 2018 - OCT 2018**
MAY 2017 - AUG 2017

- Supported the Worldwide Digital Marketing strategies while coordinating B2B efforts for Extend a Hand, a global social media movement
- Created, designed targeted B2C emails as well as graphics for internal reviews and presentations
- Rebranded Tupperware US & Canada's social strategy organically growing by 2K followers in less than 90 days
- Pitched and executed social media strategy, content and analytics across all social channels

GRAPHIC DESIGNER - HINT INC. **AUG 2017 - JAN 2018**

- Pitched, designed, and created social illustrated content and infographics across both Hint Water and Kara Goldin's social media accounts
- Oversaw Twitter community management and posting strategy