

# 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