



VICTORIA ROMERO

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WORK EXPERIENCE

BRAND CONTENT CREATOR

Pair Eyewear - Organic & Paid Social

July 2024 - Present

- Create a variety of short-form content for TikTok, Instagram, YouTube, and Facebook—including UGC-style talk-to-camera videos, voiceovers, stop motion product videos, high-production product and model shoots, static UGC photography, and branded graphics
- Own the full production pipeline—concept, script, shoot, and edit—using Adobe Premiere, CapCut, Canon R6 Mark II, and iPhone
- Produce 10+ organic posts and 5+ paid UGC-style ads monthly, supporting weekly product drops, educational content, and major brand campaigns
- Regularly pitch viral-first content ideas to the VP of Marketing and Creative Strategist; collaborate with the Social Media Coordinator to shape the monthly content calendar
- Thrive in a fast-paced startup environment—adapting quickly to shifting priorities, tight deadlines, and evolving social trends while maintaining high creative output
- Monitor and apply emerging trends, pop culture moments, and platform updates to keep content fresh, timely, and high-performing

SOCIAL MEDIA CONTENT CREATOR

Freelance/Self-employed

May 2022 - Present

- Concept and produce original, on-trend video content for fashion, lifestyle, and BookTok audiences—resulting in high engagement and viral reach
- Built a TikTok following of 12K+ with 1.7M+ total likes; several videos surpassed 1M views
- Manage full video production pipeline using Adobe Creative Suite and CapCut, from ideation to filming and editing
- Use platform analytics to identify trending sounds, optimal posting times, and high-performing content formats to maximize reach
- Pitch and manage brand collaborations from start to finish—creating contracts, developing concepts, and meeting deadlines independently
- Partnered with brands including Hatch, Good Chemistry, and SolaWave, producing sponsored content that aligned with each brand's voice and converted authentically
- Successfully generated significant views and sales through TikTok shop videos, fostering 184.3k views and \$1254.43 GMV in product sales for a single product promotion.

CONTRACTED UGC CONTENT CREATOR

Avenue Z - Strategic Marketing & Communications Company

April 2024 - July 2024

- Produced 3–6 UGC-style videos per campaign for Avenue Z's client brands, supporting social growth and engagement on TikTok and Instagram
- Delivered a range of video formats, including talk-to-camera, voiceover, lifestyle (on- and off-camera), testimonials, comedic, and trend-based content
- Owned end-to-end production—scripting, filming, and editing—all within a 5-day turnaround from product receipt

EDUCATION

M.A. COMMUNICATION & BUSINESS LEADERSHIP

High Point University

2021-2022

B.A. POPULAR CULTURE & MEDIA PRODUCTION

High Point University

2017-2021

SKILLS

Adobe Creative Suite

- Premiere Pro
- After Effects
- Photoshop
- Light Room

CapCut

Figma

Notion

Google Suite

Photography

Video Production

Video Editing

TikTok, Instagram, Facebook,

Youtube

Strategic Marketing

Content Creation

Equipment Experience:

iPhone

Canon 90D

Canon R6 Mark II