



# VICTORIA ROMERO

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## WORK EXPERIENCE

### BRAND CONTENT CREATOR

Pair Eyewear - Organic & Paid Social Media

July 2024 - Present

- Lead organic short-form and long-form content execution across TikTok, Instagram, YouTube, and Facebook as the company's sole full-time content creator
- Produce ~30 organic and 3-4 paid video assets monthly, owning end-to-end execution from concept and scripting to filming, editing, and publishing
- Contribute to social media strategy and content calendar planning, increasing posting cadence from 4-5x/week to 6-7x/week across platforms
- Drive platform growth, scaling TikTok to 300K followers, and executed the brand's first Instagram videos to surpass 1M+ and 2M+ views
- Produce community-focused content for the Pair Family Facebook Group, fostering deeper relationships with customers, encouraging engagement, and strengthening brand community through direct interaction with our audience.
- Track weekly performance metrics and optimize content strategy based on platform algorithms, engagement, and retention data
- Collaborate cross-functionally with Paid Social, Creative, CRM, and Influencer teams to execute campaign-led organic and paid storytelling, attend and capture content at shoots, and develop UGC creator briefs

## 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

Air

Sprout

Google Suite

Video Production

Video Editing

Photography

Strategic Marketing

Content Creation

Equipment Experience:

iPhone

Canon 90D

Canon R6 Mark II

### 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 2M+ total likes; several videos surpassed 1M views
- Manage full video production pipeline using Adobe Creative Suite and CapCut, from ideation and scripting, 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 aligned with brand storytelling and campaign objectives.
- 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 social 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 3-day turnaround from product receipt