

VICTORIA MASTERSON

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EDUCATION

THE CREATIVE CIRCUS

ART DIRECTION STUDENT | DEC. 2022

THE UNIVERSITY OF GEORGIA

BA IN ADVERTISING | MAY 2020

- Film Studies Minor
- New Media Certificate

PROJECTS

MOBILIZE COMPETITION WINNER

22SQUARED | FEB. 2019

- 48-hour advertising competition held in Atlanta hosted by 22Squared to benefit a non-profit organization, Georgia Equality
- Created campaign visuals as the Art Director team member (Spotify banners, social media content, and video advertisements for Instagram and Facebook)

SKILLS

- Adobe Creative Suite
- Social Media (Instagram, Facebook, Twitter, YouTube, TikTok, Snapchat, Pinterest)
- Sprout Social, Hootsuite
- Website builders (WiX, Squarespace, Shopify, and Wordpress)
- Microsoft Office Suite
- HTML, CSS, Bootstrap
- Canva
- Autodesk Maya
- Crimson Hexagon
- Sony Vegas Movie Studio Platinum and Pro
- Google SEO
- 10 years of self-taught video-editing experience

WORK EXPERIENCE

WEBSITE DESIGNER & BUILDER

Freelancer | 2016 - Present

- Client list: Flynn's Favorites, Ayo & Teo, Sho'nuff Digital Media, Doak Turner, Women in Media, Independent Distribution Network, Kate Arnold Wines, V26 Consulting
- Utilize Shopify, Squarespace and/or Wix to create and design websites for clients
- Manage client's social media accounts when necessary and create monthly content calendars, scheduling posts, and monitoring social media analytics
- Moderate and manage large website traffic while also evaluating analytics
- Implement weekly updates and mechanical fixes

SOCIAL MEDIA CONTENT PRODUCER

Ignite Social Media | Oct. 2020 - Present

- Member of the pool of contractors/freelancers under Ignite Social Media's new Extend division
- Bid on potential client projects that can range from a variety of needs, requirements, and deadlines
- Create social media content calendars and graphics specific to each client
- Active HubSpot Academy Social Media Marketing Certification until 2022

SOCIAL MEDIA INTERN

Prolifik Marketing | Aug. 2019 - Oct. 2020

- Implemented monthly social content calendars, specific to each client
- Scheduled social media posts for clients via Sprout Social
- Created graphics for social media with Canva and Photoshop
- Wrote copy for over 10 different clients' blogs
- Conducted SEO research and create SWOTS analysis for clients vs local competitors

DIGITAL SPECIALIST

Talking Dog Agency | Sept. 2019 - April 2020

- Student-run advertising agency at the University of Georgia
- Worked for local non-profit The Backpack Project, Inc.
- Created monthly social media content calendars for Instagram, Facebook, Twitter, and LinkedIn
- Evaluated social media analytics and ran paid ads campaign for Facebook and Instagram
- Complete redesign of the client's website, improved SEO, and monitored Google analytics
- Occasionally created social media graphics and assisted with copywriting edits for captions