MAYA DAVIDOV

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# EDUCATION

# University of Miami Miami, FL

# Master of Science in Media Management June 2024

# Drexel University Philadelphia, PA

## Bachelor of Science in Business Administration June 2023

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**Liberty Imports Auto** Philadelphia, PA

## *Social Media Manager* February 2023 – Present

* Strategically managed Instagram Reels for a car dealership, resulting in a significant increase of over 40 followers, boosting brand visibility and engagement
* Developed and executed creative content ideas for Instagram Reels, effectively capturing the attention of the target audience and fostering brand loyalty and interest
* Leveraged analytical tools to track performance of Instagram Reels, utilizing data-driven insights to optimize content strategy and drive continuous growth in follower count and audience engagement

**The Dana Agency** Miami, FL

## *Publicity Associate* January 2023 – June 2023

* Drafted compelling client bios and media pitches across diverse industries, including hospitality, restaurants, beauty, and real estate, resulting in successful media placements and increased brand exposure
* Demonstrated strong organizational skills by constructing and meticulously managing comprehensive media lists using MuckRack, effectively connecting clients with relevant media professionals and maximizing outreach potential
* Proactively monitored and tracked media coverage for clients, providing insightful findings and comprehensive reports, enabling informed decision-making and facilitating client engagement and satisfaction

**Weber Gallagher Simpson Stapleton Fires & Newby LLP.** Philadelphia, PA

##  *Legal Marketing Intern* March 2022 – September 2022

* Developed and executed impactful email marketing campaigns utilizing Constant Contact, effectively promoting articles, alerts, and events to a wide audience of over 100 companies and individuals
* Conducted thorough research on firm clients, meticulously verifying and validating information to ensure accuracy in pitches and proposals, enhancing credibility and fostering client trust
* Played a vital role in managing and curating engaging content for diverse social media platforms, including LinkedIn, Twitter, Instagram, and Facebook, driving brand visibility and audience engagement
* Conducted comprehensive analysis of six Weber Gallagher social media channels, identifying patterns and trends over a 6-month period, resulting in the development of three effective strategies to enhance social media engagement. Presented data analysis findings to the marketing team

**Wolf Financial**  Philadelphia, PA

*Marketing Associate* June 2020 - September 2020

* Spearheaded the management and organization of multiple social media channels, including Instagram, Facebook, and Twitter, utilizing cohesive content creation strategies to attract and engage users effectively
* Formulated a comprehensive branding strategy through meticulous research of the target audience, resulting in the development of personalized branding tools consistently implemented across all social media channels
* Conducted ongoing assessments of content performance, analyzing the effectiveness of each post to inform optimization strategies and successfully driving a 20% growth in the audience base

**Powelton Properties** Philadelphia, PA

*Administrative Assistant* Summers 2016-2019

* Maintained meticulous oversight of 75-85 resident billing accounts, diligently recording all necessary forms and payments, ensuring accurate financial records and compliance
* Fostered effective client communication through prompt and professional phone calls and emails, facilitating apartment showings and facilitating smooth move-in procedures
* Spearheaded the development and implementation of an innovative organizational system, significantly improving office efficiency in record management and client meeting coordination

**SKILLS**

Computer: Facebook Meta Suite, Google Suite, Microsoft Office, Cap Cut, iMovie, Adobe Creative Cloud, Canva, TikTok Content Creation, Instagram Content Creation

Languages: Hebrew (Fluent)