

Avery Serven

Brand and Creative Strategist

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Experience

Data Strategy Intern

Brand Networks | March 2021 - Present

Current clients include Walmart.

- Identify and pull data from top performing content on Facebook, Instagram, TikTok, and Snapchat
- Use synthesized social media data to create weekly recap decks that measure campaign success

Assistant Account Manager

Grapevine Village | September 2020 - March 2021

Past clients include COL-LAB, Heluva Good!, Hood, Pernod Ricard, plusOne, and more.

- Ran eight different campaigns, managing the relationship between influencers and the client
- Analyzed trends and competitors within various categories, including CPG, hospitality, and beverage, to inform client strategy
- Designed and presented campaign proposals with deliverables, content calendars, budgets, and KPIs

Social Strategy Intern

Marlo Marketing | June 2020 - August 2020

Past clients include Showcase Cinemas, Steak 'n Shake, and more.

- Researched, planned, and executed a social media growth strategy that increased impressions by 90% and website clicks by 95%
- Wrote content for the Marlo blog that highlighted trends related to social media and the digital world
- Created media recaps with aggregated campaign data and strategic recommendations for clients

Social Media Intern

Metter Media | May 2020 - August 2020

Past clients include Bearingstar Insurance, Cambridge Brewing Company, Central Square BID, Jake n JOES Sports Grille, and more.

- Managed outreach and community work on social media, increasing one client's following by 700
 - Analyzed Facebook advertising data and discovered insights that were used for strategy on client end
 - Researched and wrote content on a variety of topics for client blogs
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Education

Boston University College of Communication

May 2021

Bachelor of Science | Communication Studies

Magna Cum Laude

Minor in Women's and Gender Studies

Professional Skills/Interests

Facebook Ads Manager

Media Radar

Google Suite

Microsoft Office Suite

Adobe Creative Cloud

Hootsuite

Snapchat Ads Manager

Python

SQL

Mailchimp

Ultimate Frisbee

Broadcast Journalism

Knitting

Video Production

Media Literacy Education