

ELATIA WILES

SOCIAL MEDIA MANAGER

📞 954-591-7383
✉ elay.socialmedia@gmail.com
📍 Knoxville, TN

PROFILE

Creative and results-driven Social Media Manager with extensive experience in digital marketing, content creation, influencer campaigns, and PR. Adept at developing strategies that grow brand awareness, engage communities, and drive measurable results. Skilled in managing multiple projects simultaneously, with a proven ability to elevate brand presence across platforms.

EDUCATION

BACHELOR OF ARTS, COMMUNICATIONS
UNIVERSITY OF TENNESSEE, KNOXVILLE,
MAY 2021

- GPA: 3.6

WORK EXPERIENCE

2023 - PRESENT

Ober Mountain | Gatlinburg, TN
Senior Social Media Manager

- Lead strategic development and execution of multi-platform social media campaigns to increase brand visibility and audience engagement.
- Create, edit, and publish compelling photo and video content to highlight events, promotions, and attractions.
- Plan and oversee photoshoots, working with internal teams and external partners to ensure brand-aligned visuals.
- Build and manage influencer partnerships to amplify reach and engagement, increasing brand awareness and revenue streams.
- Support B2B marketing by fostering collaborations with local businesses for cross-promotional campaigns.
- Serve as a brand representative in public-facing media, including TV interviews and media appearances.
- Coordinate with event teams to promote seasonal attractions, resulting in significant attendance growth.
- Analyze performance metrics to refine content strategies and optimize future campaigns.

SKILLS

- Social Media Strategy & Analytics
- Influencer & Partnership Marketing
- Photography & Videography
- Photo & Video Editing
- Event Marketing & Promotion
- Public Relations & Media Relations
- B2B Marketing Initiatives
- Content Calendar Planning & Scheduling
- Audience Growth & Community Engagement

TOOLS

- Sprout Social
- FB Business Suite
- Asana
- Canva
- Adobe Creative Cloud
- Google Ads/Analytics
- Microsoft Office Tools
- Mailchimp
- Basecamp
- Capcut

ACTIVITIES & HONORS

SAM Magazine's 2024 '10 under 30' Feature

Peyton Manning Public Speaking Award -
Director, School of Communication Studies

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S O C I A L M E D I A M A N A G E R

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W O R K E X P E R I E N C E , C O N T I N U E D

■ 2021 - 2023

Rail19 Designs | Knoxville, TN

Social Media Manager & Marketing Associate

- Created and managed engaging content across multiple social media platforms to support brand marketing
- Maintained a monthly content calendar to ensure consistent online presence.
- Developed influencer relationships to promote brand awareness.
- Utilized social media analytics to track engagement and inform content decisions.
- Supported content development for blogs, landing pages, and brand promotions.

■ 2019 - 2020

Florida International University | Miami, FL

Social Media Manager & Marketing Associate

- Produced content for newsletters and social media channels to support university marketing initiatives.
- Assisted with press releases and PR distribution.
- Conducted photography for events and campus promotions.
- Participated in media outreach by monitoring trends and developing rapid response strategies.