

BLAIR EZRA

SOCIAL MEDIA CONTENT & CREATIVE DIRECTION

WEBSITE

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Professional content creator with 5+ years of experience working for world-renowned brands. Stimulates synergy in all creative collaborations to create high-performing, on-brand social media content and marketing solutions. From concept to content, Blair has the skills to elevate every step of the creative process.

SKILLS

Social Media
Content Creation
Media Marketing
Photography
Videography
Multi-Media Editing
Animation
Graphic Design
Art Direction
Influencer Marketing
Adobe Creative Programs
Media Management
Live Event Coverage

SAVANNAH COLLEGE OF ART AND DESIGN

Fashion Marketing and
Management BFA;
Cum Laude; Class of 2019

EXPERIENCE

VICTORIA'S SECRET - SOCIAL MEDIA CONTENT NYC (OCT 2021 - NOW)

- Concepts, shoots, edits, and designs organic social creative assets for all media channels: Instagram, TikTok, Facebook Twitter, YouTube, Pinterest
- Campaign Content: shoots, directs and edits photos and videos with the world's top models
- PR event coverage: photos, videos, live streams
- Social media content calendar planning and management

KATE SPADE - SOCIAL MEDIA CONTENT NYC (MAR 2020 - OCT 2021)

- Created social media content for all social channels for all marketing needs
- Planned and managed social media calendars
- Live event coverage: photo and videos capture and live stream capture
- Art directed influencers to create on-brand content for our social channels
- Community engagement initiatives, building their social following
- Filmed and edited in-store videos with associates
- Blair's work featured in multiple publications (WWD, People.com, etc.)

MAMIE RUTH - CONTENT CREATOR SAVANNAH, GA (SEPT 2016 - SEPT 2019)

- Shot and edited photos and videos for their social channels, website, and emails.
- Went to music festivals with them to capture content and helped with sales

FREE PEOPLE - SENIOR STYLIST BETHESDA, MD (AUG 2016 - FEB 2021)

- Provided thoughtful and personalized customer shopping experiences, resulting in top sales
- Styled and shot unique social media content

BEARY BOUTIQUE - MERCHANDING; DESIGN; MARKETING POTOMAC, MD (2012 - 2015)

- Founder, designer, and buyer for the boutique located near Washington DC.
- Strategically merchandised clothing at multiple big tradeshow, curated for target customer
- Sold hand-made one-of-a-kind pieces made by Blair
- Handled all digital marketing, photoshoots, and branding