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PORTFOLIO

<https://analysashah.squarespace.com/portfolio>

ANALISA SHAH

DIGITAL MARKETING PROFESSIONAL + CONTENT CREATOR

EDUCATION

B.S. MARKETING (DIGITAL & INTEGRATED COMS) - ASU

WORK EXPERIENCE

EXPERIENCE SCOTTSDALE

SOCIAL MEDIA STRATEGIST

06/2024 - PRESENT

- First-ever Social Media Manager promoted to Strategist; handpicked, trained, and managed successor.
- Spearhead strategic initiatives, driving team growth and expanding social media impact.
- In 2024, applied platform data to optimize content, driving 85M+ impressions, 15.9M video views, and a 4.3% audience increase.

SOCIAL MEDIA MANAGER

10/2022 - 06/2024

- Launched TikTok, reaching 1M views, 34.3K likes, and 4K followers in 11 months.
- Built and led a content creator program, developing brand guidelines and onboarding workflows, securing funding, and expanding content output.
- Collaborated with 20–30 creators to produce 100+ pieces of original content annually.
- Grew audience by 37.9% and increased engagement by 20.9% across platforms in 6 months.
- Executed regional campaigns targeting drive markets beyond the Scottsdale/Phoenix area.

HIGHNOON

SOCIAL MEDIA MANAGER

4/2022 - 10/2022

- Developed and executed strategic social media plans across multiple timeframes, producing short-form video content that consistently achieved 19K–30K views per post.
- Created 60+ posts monthly per client with 3 accounts following the same structure, ensuring dynamic online presence.

OH PARTNERS

SOCIAL MEDIA ACCOUNT EXEC. | COORDINATOR

12/2021 - 05/2022 | 03/2021 - 12/2021

- Oversaw social strategy for two clients in nonprofit and hospitality/gaming sectors, driving engagement and securing a \$50K influencer campaign partnership.
- Presented high-level brand strategies and long-term social media plans.
- Produced agency newsletter on social, PR, and media trends.

Additional 3 years of full-time digital marketing experience in various roles available upon request.