

MAREENA EMRAN

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PROFILE

Experienced and driven digital content strategist with a demonstrated history of managing product content operations across Instagram, Facebook, Amazon, CapCut, and TikTok. Committed to creating and curating compelling content across multiple social media, publication and web platforms.

WORK EXPERIENCE

FACEBOOK AT META (Contract)

Content Specialist III

September 2023 – Present

- Reviewing a range of content, including credible news, entertainment and short-form video (SFV) from a diverse set of publishers, broadcasters, public figures, creators and influencers.
- Identifying audience and social media trends across a board of spectrum topics.
- Applying review guidelines to content at scale while maintaining commitment to accuracy and consistency.
- Collaborating with internal content and product teams to improve user experience.
- Previously assisted with Instagram Reels' Template Accelerator program by sourcing outstanding content and creators (2023).

CAPCUT FOR BYTEDANCE

Creator Operations Freelancer

February 2023 – September 2023

- Tracked emerging content trends that apply to a variety of content verticals, including fashion, lifestyle, travel and more.
- Collaborated with creators to make easy to follow tutorials that encapsulate all the versatile effects the platform has to offer.

AMAZON (Contract)

Content Ingestion Specialist III

August 2022 – August 2023

- Curated short form video and photo content for the Amazon Interest Based Content (IBC) Program.
- Worked with a team of specialists to raise the quality bar of content boosted on Amazon and tagged content to their designated interest bucket.

INSTAGRAM AT META (Contract)

Content Curator II

February 2021 – August 2022

- Curated short form video content for Instagram Reels.
- Collaborated with partnerships and cross functional teams using knowledge of trends, data driven research, and previously learned skills of content creation.
- Conducted competitor research to boost quality of the Reels algorithm.
- Amplified exceptional creators and content through the @instagram and @creators accounts.

EDUCATION

Bachelor of Arts | Journalism and Mass Communication

Completed May 2022

Arizona State University, Tempe, AZ

Degree concentration in public relations, digital audiences and digital audience opportunities.

SKILLS

Certifications: Introduction to Artificial Intelligence (IBM), Introduction to Coding – HTML, CSS, JavaScript (SheCodes), SQL

Programming: HTML, CSS and JavaScript

Adobe Programs: Photoshop, InDesign, Lightroom, Premiere Pro, Premiere Rush, Xd

Content Tools: CapCut, Hootsuite, TweetDeck, Sprout Social, Google Data Studio, Google Ads: Search and Display, CrowdTangle, Figma, Excel, PowerPoint, Word, Microsoft Virtual Studio Code

Additional: Digital Content Creation, Keyword Research, Social Media and Web Content Strategy, Social Media Marketing, Search Engine Optimization (SEO), Social Media Optimization (SMO), Copywriting and Editing (AP Style)