



Skyler Lewis

TikTok Marketing Manager

Short-form video expert driving viral content and engagement

Creative strategist with 4 years of experience using TikTok for brand growth and Gen Z engagement. Focused on conceptualizing, shooting, editing, and optimizing high-performance videos with a consistent on-brand tone.

PROFESSIONAL EXPERIENCE

TikTok Marketing Manager | June 2021 - Present

Flexo Activewear, Los Angeles, CA

- Grew TikTok following from 5K to 120K in 18 months
- Created series-based content that averaged 40K views per video
- Managed relationships with 10 micro-influencers

Video Content Creator | May 2020 - May 2021

Freelance, Los Angeles, CA

- Produced TikToks for local fashion and wellness brands
- Achieved over 2 million views across five client channels

PERSONAL INFORMATION

 (123) 456-7890

 email@email.com

 LinkedIn | Portfolio

 City, ST 98765

KEY SKILLS

- TikTok trends and editing
- Short-form storytelling
- Viral sound strategy
- UGC collaboration
- Video analytics
- Posting cadence optimization

EDUCATION

- **Bachelor of Arts in Media Production**
May 2020
University of California, Los Angeles (UCLA), CA