Adriana Imhof

Social Media Manager | Content Creator

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Professional Summary

Social media manager and content creator specializing in short-form video production, photography, graphic design, and copywriting. 8+ years of experience working primarily as a one-woman team, independently owning content strategy and production end-to-end, with a track record of growing audiences and driving engagement.

Key Skills

Social Media Management | Short-Form Video Production | Video Editing (Adobe Premiere Pro) | Photography | Photo Editing (Adobe Lightroom) | Copywriting | Email Marketing (Salesforce & Mailchimp) | Graphic Design (Adobe Photoshop) | Website Management (Wordpress) | Instagram | Facebook | YouTube | TikTok | Google Workspace

Professional Experience

Organic Social Specialist & Content Creator, Freelance via Monark & Co., *Hybrid* | August 2026 - Present

- **Content Strategy:** Redesigning organic social content strategy for a Monark & Co. client across Instagram, TikTok, Facebook, and Pinterest, shifting from repurposed website/email assets to social-first content.
- **Video Production:** Ideating, directing, shooting, and editing social-first video concepts tailored to the above platforms.
- **Social Media Management:** Building a publishing workflow across channels, with a slate of platform-native content set to launch in early October.

Communications & Program Associate, Media Impact Funders, *Remote* | May 2023 - July 2026

- **Social Media Management:** Managed day-to-day social media presence on LinkedIn, overseeing content planning, posting cadence, and community engagement, more than doubling followers over three years.
- **Video Production:** Produced short-form videos of key moments from live and online events, achieving a 10.7% engagement rate on a top-performing post (over 2x the LinkedIn company-page average).
- **Email Marketing:** Owned end-to-end production of a monthly member newsletter, growing open rate from 33.5% to 42.5% over the past year.

Copywriter, WatchBox (The 1916 Company), *Philadelphia, PA* | August 2021 - April 2023

- **Content Creation:** Pitched and launched an Instagram content series showcasing staff watch expertise, conducting interviews to produce narrative-driven copy that connected audiences with brand products.
- **Product Copywriting:** Translated complex haute horology insights into engaging Instagram captions, balancing calls-to-action that drove website traffic with messaging built to generate engagement on social media.
- **Blog Management:** Coordinated end-to-end publishing workflow for blog, including copyediting, formatting, and distributing articles from an international pool of contributors, ensuring a consistent editorial voice.

Social Media Manager, Urban Movement Arts, *Philadelphia, PA* | Sept. 2017 - August 2021

- **Social Media Management:** Independently managed and created all content for four social accounts across two brands (Urban Movement Arts and its youth program, MoveMakers Philly) posting a minimum of three times weekly per account on Instagram and Facebook.
- **Content Creation:** Produced a teacher spotlight video series end-to-end (writing interview questions, conducting on-camera interviews, filming, editing, and distributing across social channels) to showcase instructor expertise and drive class sign-ups.
- **Editorial Calendar Management**: Built and maintained a monthly editorial calendar to coordinate 15+ pieces of content promoting class offerings, instructors, short-term training programs, and performance opportunities.

Education

Bachelor of Arts, Communication Studies, Temple University, *Lew Klein College of Media & Communication*