

EZRA EASLEY II

Social Media Manager

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PROFESSIONAL SUMMARY

Social media manager with 6+ years of experience building and executing social media strategy, content calendars, and brand storytelling for corporate, retail, and entertainment brands. Skilled in producing high-performing video and photo content, growing audience engagement across platforms, and collaborating with creative and corporate teams to keep brand voice consistent. Track record includes generating over 15 million views for clients in the last 8 months and growing a touring live show's final season to over 10 million views through targeted social content strategy.

CORE SKILLS

Social Media Strategy & Management • Content Calendar Planning • Community Engagement & Growth • Video Production & Editing • Brand Voice & Storytelling • Social Media Analytics • Email Marketing (Mailchimp, HubSpot) • Microsoft Office

PROFESSIONAL EXPERIENCE

Founder & Content Producer — Easley Brand Solutions

2020 – Present

- Generated over 15 million views for client brands in the last 8 months through strategy-led short-form video and social content.
- Manage social media accounts and content calendars for multiple brand clients, growing audience engagement and follower growth across platforms.
- Established a consistent, high-quality content engine for Redefine Nutrition's family of three supplement brands, and a consistent visual identity for Pulse, including the launch of its Black Cherry and Rocket Pop flavors.
- Direct full production lifecycle from concept through final delivery, ensuring consistent brand voice across every social channel.

Camera Operator, Content Production Team — American Eagle Outfitters

May 2025 – September 2026

- Produced video content supporting internal communications, corporate training, and seasonal retail rollouts.
- Filmed floor-set walkthroughs and merchandising-execution videos for store teams to standardize execution across locations.
- Supported production coverage of corporate events and internal company updates.
- Collaborated with creative and corporate stakeholders throughout pre-production, filming, and delivery to keep projects on schedule.

Content Producer — Ticket to Broadway

2024 – 2026

- Owned social media strategy and content calendar for a touring show's final season, growing engagement across Instagram, TikTok, and Facebook.
- Delivered fast-turnaround video edits optimized for each platform to support show marketing and promotional pushes.
- Grew audience engagement and generated over 10 million views in the show's final season through targeted social content strategy.

EDUCATION

Bachelor of Arts in Multimedia — Point Park University, 2025