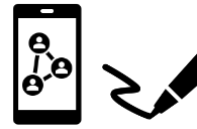




EMILY RATH



SOCIAL MEDIA MANAGER & CONTENT SPECIALIST • LOS ANGELES, CALIFORNIA, UNITED STATES • 4152726777

DETAILS

Los Angeles, California
4152726777
emilyrathmusic@gmail.com

SKILLS

Social Media Strategy
Content Creation
Copywriting
Video Editing
Filming
Email Marketing
Analytics
Community Management
Creative Writing
Google Suite
MS Office
CapCut
InShot
Customer Service
Writing & Editing



EDUCATION

Bachelor of Arts in Sociology,
University of California, Santa
Barbara
Graduated Magna Cum Laude



PROFILE

Dynamic Social Media Coordinator & Content Specialist with a versatile background in music, digital storytelling, and customer service. Skilled in content creation, video editing, and analytics, consistently driving engagement through authentic storytelling. A collaborative professional known for organization and a vibrant energy that resonates with audiences. Passionate about leveraging creative skills to elevate brand presence and connect with diverse communities.



EXPERIENCE

Social Media Content Manager for Pourrestore Kitchen, Brentwood

August 2024 — Present

- Film, edit, and publish engaging cooking videos for Instagram, TikTok, and YouTube
- Write creative, engaging captions that reflect brand personality and drive engagement
- Since managing, follower count has increased over 200% with exponential growth in content engagement and viewership across platforms

Server / Barista at All Time Restaurant, Los Angeles

October 2021 — Present

- Front-of-house service, hosting, and barista duties
- Recognized for upbeat energy and strong rapport with guests, contributing to repeat business and positive reviews

Artist & Social Media Coordinator for East of June, Los Angeles

January 2010 — Present

- Singer, songwriter, and content creator for alt-rock band East of June
- Built audience from 0 to 72K on TikTok, 11.6K on Instagram, and 34K on YouTube through strategic content creation
- Planned and executed content calendars, optimized hashtags, and maintained consistent brand voice
- Managed audience engagement across platforms

Social Media Coordinator for Voena Choir

May 2022 — May 2023

- Managed all social media accounts (Instagram, TikTok, Facebook)
- Edited and scheduled content, analyzed engagement data, and optimized creative strategy

Social Media Manager for Chris Shelton Qigong, Los Angeles

July 2020 — March 2022

- Managed all brand social platforms; produced video, blog, and newsletter content
- Created and implemented social media strategy to boost visibility and engagement
- Grew TikTok from 0 to 30K followers through consistent content and brand storytelling

Social Media & Personal Assistant for Oriel Poole (Musical Artist), Los Angeles

July 2021 — September 2021

- Assisted with scheduling, research, email correspondence, and metadata organization
- Planned, filmed, and edited content for multiple platforms

Social Media Manager & Assistant for KPFK Radio Show Host, Los Angeles

January 2020 — July 2021

- Managed content production and promotion for KPFK 90.7 FM show host
- Edited video/audio, scheduled posts, organized meetings, and promoted events