

MAGGIE BROADBENT

SOCIAL MEDIA CREATOR
AND CURATOR

PROFILE

I'm a social media content creator and curator who enjoys creative problem solving, art directing, and capturing moments through my lens. I am passionate about making ideas come to life. With my years in social media and photography, I have learned how to organize projects to produce results.

EXPERIENCE

ART DIRECTOR

TRÜ FRÜ | AUG 2020-PRESENT

- Planned, executed, and posted all social media content.
- Scaled social following from 16,000 to 61,000+
- Increased social media engagements 780%
- Created and managed an influencer program that reached over 780 influencers over a period of 6 months and resulted in over 1,000 posts.
- Designed content for website, emails, and social media.

OWNER

Maggie Anne B Photo | JAN 2016-PRESENT

- Collaborates with select brands and other clients to style and photograph product and lifestyle images.
- Some of the brands I have worked with include: Nena and Co, Called to Surf, Casita Jewelry, Baby Bling Co and Sadie B.

SOCIAL MEDIA SPECIALIST

Crumb1 Cookies | JAN 2019- JUN 2019

- Key member of the social media team with the responsibility to concept, photograph, design, edit, and post daily social media posts on Instagram, Twitter and Facebook.

PHOTOGRAPHER

Called to Surf | JAN 2018- SEP 2018

- Shot, directed, and edited weekly photoshoots for all social media, advertising, and website.
- Scouted locations that matched the aesthetic of the clothing.

EDUCATION

ADVERTISING

Brigham Young University | Sep 2017 - April 2021

SKILLS

- Social Media Marketing/ Advertising
- Photography
- Videography
- Adobe Suite (Photoshop, InDesign, Lightroom, Illustrator and Premier)

CONTACT

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