

ANGELA LEWERS

SOCIAL MEDIA CONSULTANT



PORTFOLIO

PROFESSIONAL EXPERIENCE

PRO FOOTBALL HALL OF FAME SOCIAL MEDIA COORDINATOR

MAY 2024 - AUG. 2025

- Led content strategies across Instagram, X (Twitter), Facebook, TikTok, LinkedIn and YouTube, ensuring consistent and engaging messaging.
- Developed and implemented a year-long content strategy to drive engagement and align with long-term organizational objectives.
- Increased audience growth by 5% across platforms in one year through organic campaigns and storytelling.
- Drove a 55.2% increase in impressions and a 34.6% boost in engagements across all platforms within three months.
- Collaborated with cross-functional teams and vendors to create compelling video, graphic and social content aligned with fan interests and business goals.
- Supported content initiatives by designing graphics and editing video assets for social platforms.
- Managed social media partnerships with 20+ NFL teams, Hall of Famers and external partners to enhance brand exposure.
- Analyzed performance data to refine content strategy and ensure alignment with organizational goals; presented key insights to senior executives and used findings to optimize ongoing initiatives.

COLUMBUS BLUE JACKETS

SOCIAL MEDIA PUBLISHER - SEASONAL

AUG. 2023 - APRIL 2024

- Demonstrated a high level of initiative and creativity while tackling difficult tasks during game events.
- Consistently delivered results under tight deadlines in a fast-paced environment.
- Assisted with pre-game operations, working efficiently and productively with all team members gathering visual content.
- Adaptable and proficient in learning new concepts quickly in a fast-paced environment.
- Gained extensive knowledge in player storylines, current NHL news and social trends.

FREELANCE EXPERIENCE





ALL MEDIA SOLUTIONS, LLC.

SOCIAL MEDIA MANAGER - FREELANCE

OCT. 2023- PRESENT

- Enhanced brand awareness by developing and executing targeted social media strategies.
- Drove a 400% surge in engagement through the creation of high-impact, visually engaging content.
- Oversaw social media presence for two clients, ensuring consistent brand voice and messaging across all platforms.
- Monitored emerging trends and platforms, adapting strategies to stay ahead of competitors.
- Led the redesign and rebranding of a client's business, developing a cohesive visual identity and strategy to enhance brand recognition and attract new customers.

CONTACT

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EDUCATION

2018 - 2022

Ohio University - Athens, Ohio

- Bachelor of Science in Communications
- Minor in Marketing
- Social Media Certificate

SKILLS

Hard

- Adobe Creative Suite
- Meta Business Suite
- Loomly
- Microsoft Office
- Canva
- YouTube
- Sprout Social
- Zoomph
- Monday.com
- All Social Platforms

Soft

- Communication
- Adaptability
- Creativity
- Collaborative
- Open-minded
- Team-player