

MACLAINE LOWERY

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PROFESSIONAL SUMMARY

Digital media professional with a diverse background in social media marketing for film, performing arts, education, and steel industries. Proficient in page management, branding, content strategy, and KPI analysis with experience handling multiple accounts at once. Strong project-management, organization, and communication skills, with creative talents in photography, videography, photo and video editing, graphic design, copywriting, and storytelling. Commended for artistry and efficiency.

EXPERIENCE

Digital Content & Social Media Specialist – Freelance; New York, NY June 2024 – Present

Clients include Xin Ying, Hussein Smko, Wanjiru Kamuyu, Valentina Baché, In Parentheses

- Devising content calendars tailored to project goals using Meta Business Suite, helping to sell out 3 performances at New York Live Arts and 1 performance at Bethany Arts Center
- Planning social media content by selecting visual assets from digital archives, making marketing graphics in Canva, and capturing and editing photos and videos in Adobe Lightroom and Premiere Pro
- Organizing visual marketing assets into press kits for presenters and venues using Google Drive and Dropbox

Marketing Manager – Lowery Metals; Paradise, TX (*remote*) Jan. 2024 – Present

- Managing 1 Instagram and 1 Facebook page by implementing monthly content calendars and generating social content and SEO-driven copy to grow annual engagement by 8.4% and 17.8%, respectively
- Designing logos, merchandise, marketing graphics, print ads, and billboards using Canva and Adobe Photoshop
- Creating and enforcing the Company Style Guide to update aesthetics, establish brand voice, and highlight Company history and familial legacy in content and mission

Marketing Associate – Martha Graham Center of Contemporary Dance; New York, NY Jan. 2023 – June 2024

- Developed, produced, and delivered high-performing content and copy for 3 Instagram accounts and 1 Patreon page, raising quarterly engagement by 2.2%, 1.8%, and 1.7%, respectively, and monthly subscription revenue by \$160
- Monitored and reported weekly KPIs to analyze in quarterly reviews, using data to improve content strategies and grow social followings by 52K, 152K, and 24K, respectively
- Led 2 paid social media campaigns by strategizing and coordinating ad content and placements in Meta Business Suite, to boost 2024 Company season ticket sales by 24% and exceed School Winter Intensive enrollment projections by 233%

Social Media & Marketing Manager – Planting Seeds Tutoring; Austin, TX June 2020 – Nov. 2020

- Prepared and launched an email campaign in Mailchimp to introduce the company's new Enrichment program, leading to 18 student enrollments in 1 month
- Arranged content calendars for 2 social media profiles and 1 email marketing outlet by communicating with senior leadership to outline and schedule seasonal announcements using Mailchimp
- Wrote and edited 12 monthly newsletters and blog posts for email and web platforms

Conference Department Intern – Austin Film Festival; Austin, TX Feb. 2019 – June 2019

- Promoted 3 festival events by creating 2 event flyers and 3 social media graphics in Adobe Photoshop and Canva to share across the festival's Instagram, X profile (formerly Twitter), and Facebook
- Drafted engaging copy for 80 festival conference panel titles and descriptions in Microsoft Excel

SELECTED PROJECTS

Writer, Producer, Choreographer, Lead Cast, Social Media Manager – *Art & Rot*; Austin, TX (short film) March 2026

Originator, Project Manager – FKA twigs x Martha Graham Dance Company; New York, NY (performance) April 2024

Writer, Co-Producer, Co-Director, Editor, Graphic Designer – *STILETTO*; Austin, TX (short film) 2021

HONORS AND AWARDS

STILETTO, Best Lead Performance Finalist – Nightmares Film Festival; Columbus, OH 2022

STILETTO, Best Student Short Film – Boobs & Blood International Film Festival; Los Angeles, CA 2021

EDUCATION

The University of Texas at Austin Bachelor of Science in Radio-Television-Film May 2021

SKILLS

Adobe Creative Suite (Premiere Pro, Lightroom, Photoshop), Capcut, Canva, Meta Business Suite, Instagram, Facebook, TikTok, X, Microsoft Outlook, Microsoft Office Suite, Google Workspace, Dropbox, SEO Best Practices, Project-Management