

Chloe Bourne

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EDUCATION

4.0 GPA

Arizona State University

B.A. Media Arts and Sciences (Film)

Minor in Digital Audiences

Summa Cum Laude

Barrett Honors College

RELEVANT SKILLS

Social Media Strategy

Digital Marketing

Photoshop & Illustrator

Web & UX/UI Design

Adobe Creative Suite

Content Creation

Social Media Management

Video Editing

Performance Analysis

Graphic & Visual Design

Community Management

WORK EXPERIENCE

January 2024 – Present

Digital Marketing Account Manager

Backhouse Agency, Hybrid, San Diego

- Develop and execute data-driven social media strategies for a portfolio of 10+ consumer brands across beauty, skincare, wellness, food & beverage, CPG, retail, and eCommerce, driving brand growth and achieving measurable business objectives.
- Lead the end-to-end social media process, including content strategy, creative direction, content production, community growth, and performance analysis across Instagram, TikTok, Facebook, and LinkedIn.
- Partner with cross-functional teams—including PR, influencer marketing, paid media, retail, and creative—to deliver integrated campaigns, strengthen brand positioning, and optimize performance through audience insights and analytics.

August 2020 – December 2023

Social Media Manager & Lead Graphic Designer

Barrett, the Honors College, Tempe, AZ

- Work with management to develop and apply social media marketing strategy and campaigns with a focus on driving future student applicants and current student engagement.
- Design 3+ pieces of social media content, posters, merchandise, and more per week to engage current and future students. Oversee a team of 6 student designers, reviewing designs and providing critiques.
- Manage Barrett's Instagram accounts and analyze analytics with the creative team in weekly collaboration meetings to improve product strategy.

May 2023 – October 2023

Marketing Design Intern

WiTricity, Remote

- Design website mockups in Figma, develop reusable components in Webflow, design meaningful iconography, and create pages in WordPress for the website redesign project.
- UX research, user flows, and UI design creating low and high-fidelity wireframes for wireless charging in-car display systems.

May 2022 – August 2022

Social Media Marketing Intern

XCOM Labs, San Diego

- Grow and manage XCOM's social media across all platforms, boosting engagement on LinkedIn by over 500% in the span of three months.
- Film, edit, and post videos and interviews, including of CEO Paul Jacobs, along with social media content to boost job openings, increasing job applicants by 85% and website visits by 55%. Plan and create content for 4+ posts/week, analyze and track crucial ROI analytics, design graphic