Branda Nong

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SKILLS

Web development: *Sublime Text, HTML, CSS, Javascript, WordPress, Squarespace, Wix*
Content creation: *Canva, Capcut, iMovie, Adobe Creative Cloud, Reels*
Social media: *Ads, analytics, writing, planning, branding, videography, photography*
Creative operations: *Notion, Hootsuite, Meta Business Suite, coaching, brand strategy*

EDUCATION

Bachelor of Science in Digital Media Innovation — Graduation - December 2024
Texas State University, San Marcos, Texas

EXPERIENCE

Media Coordinator + Creative Coach
The Beauty Table Agency - Richardson Texas — April 2026 – Present

- Create and execute engaging on brand social media content for beauty and aesthetic clients
- Manage client accounts through strategic communication, coaching, feedback, and creative direction
- Capture and produce high-quality on-site content while developing creative strategies and visual storytelling that align with each client's goals and brand identity
- Collaborate with clients and team members in a proactive, organized environment, managing multiple deadlines while contributing ideas, sharing knowledge, and supporting overall client growth

Multimedia Manager
Nicole Weider Influencer - Westlake, Texas — December 2025 – May 2026

- Film, edit, and produce vlogs and Youtube content
- Develop creative content ideas and repurpose content for TikTok, Instagram, and Pinterest to grow cross platform engagement
- Conduct research and planning for the *Pretty Real with Nicole Weider* podcast and assist in *Pretty Real* newsletter to strengthen community connection

Social Media Manager
Craft Collective, Denver, Colorado — July 2025 – January 2026

- Manage Instagram and TikTok for a high-end Denver salon, creating video-first, storytelling content to attract and retain local clientele
- Collaborate with 15+ stylists to produce on brand, engaging content that reflects the salon's voice
- Support salon rebrand by translating new logo, identity, and mission into cohesive, social media content

Social Media + Development Coordinator
The Arc of San Antonio, San Antonio, TX — October 2024 – June 2025
June 2025 - May 2026 *(contract)*

- Became an advocate for individuals with IDD in social media and the local community
- Support outreach by coordinating in-kind donations, volunteer efforts, and sponsorships
- Design and schedule content (graphics, videos, ads, website landing pages) to support programs, volunteer opportunities, events, and fundraising campaigns
- Managed daily inquiries and engagement across social media platforms, ensuring timely and accurate responses to the community

Social Media Manager
Bella Salon, Austin, TX — November 2022 – November 2024

- Utilize social media scheduling tools to plan and post content to reach the salon's target audience
- Integrated a consistent aesthetic and voice across social media platforms for a cohesive brand identity
- Responded to client interactions via social media and in person to build long term relationships