

NAIYIMA SEVERE

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OVERVIEW

Social Media Marketer with hands-on experience developing and executing paid and organic social media campaigns. Seeking an opportunity to amplify storytelling and content creation to foster brand's presence and online community.

EXPERIENCE

COOP Careers | New York, NY (Hybrid)

September 2022 – Present

Alumni Manager, Digital Marketing

- Consult 350+ unemployed, underemployed, and fully employed COOP graduates via 1:1 sessions to assist in general career advice, resume and cover letter review, LinkedIn optimization, interview prep, job searching, and occasional check-ins.
- Facilitate weekly dissemination of 10+ resources, including workshops, panels, mock interviews, and job opportunities via Salesforce and Slack, to foster professional development and growth.
- Expedite virtual and in-person events to sustain guidance in networking, mentorship, and job opportunities monthly.

Horizon Next | New York, NY (Remote)

January 2021 – November 2021

Assistant Planner, Paid Social

Clients: AmeriSave Mortgage Corporation, Venetian Resort Las Vegas, Blue Buffalo, Great Wolf Lodge

- Trafficked paid social media campaigns for four clients to execute awareness, conversion, reach, and lead generation objectives with a working budget of \$1M+ (combined clients' amount).
- Analyzed data externally (Facebook Ads Manager, Pinterest, and TikTok) and internally (Horizon Media Interface) to provide insights and recommendations to achieve clients' goals on a weekly reporting cadence.
- Measured KPI metrics such as total spend, impressions, and results from Meta (Facebook/Instagram), Pinterest, TikTok, and Twitter to review clients' budgets and performance daily.

Browned 2 Perfection Agency | New York, NY (Remote)

July 2019 – October 2020

Social Media Coordinator

- Illustrated carousel posts using Canva to increase impressions, engagement, and following on Instagram and Twitter.
- Authored four editorial pieces to immerse readers in productivity, entertainment/music, and finances via Medium.
- Established social media presence and brand voice in a team of three with community management bi-weekly.

EDUCATION

COOP Careers | New York, NY (Remote)

Digital Marketing Apprenticeship

CUNY Brooklyn College | Brooklyn, NY

Bachelor of Arts in Television & Radio, Minor in Marketing

SKILLS & INTERESTS

Tools & Software: Canva, CapCut, ChatGPT, Facebook Ads Manager, Final Cut Pro, Google Workspace (Calendar, Docs, Sheets, Slides), Mailchimp, Microsoft 365 (Excel, Outlook, PowerPoint, Word), Social Media (Facebook, Instagram, LinkedIn, Pinterest, SPILL, TikTok, Twitter, YouTube)

Certifications: [Meta Certified Digital Marketing Associate](#) (December 2024), [Meta Certified Community Manager](#) (August 2025)

Interests: Art & Culture (Exhibitions, Galleries/Museums, Painting, Poetry, Sculpture, Spirituality, Storytelling, Theater), Beauty (Body, Fragrance, Skin), Content Creation, Media & Entertainment (Film, Music, TV), Social Media