

# Makaela Vogel

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## EXPERIENCE

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### Content Creation Vendor

May 2023 - Present

Claire's | Los Angeles, CA

- Pitch visually engaging content ideas that are relevant and drive customers in-store or on their website.
- Film, design, and edit content to create personable and concise short form videos for Tiktok & Instagram
- Copy writing that is geared towards our target audience(s) while still driving high engagement.
- Use my skills as an actor to do voice overs, coach other creators to be on camera, & write scripts for longer form campaigns.

### Marketing Director

June 2021 - Present

Echo Theater | Los Angeles, CA

- Create a monthly social media strategy that coordinates with stage manager, artistic director and producer's vision for the theater's newest production.
- Create and maintain weekly email newsletters with Mailchimp that boost ticket sales.
- Oversee and create social media content for channels such as twitter, instagram, facebook, etc.
- Increase customer, artist, and audience outreach before, during, and post production.

### Creative Director, Content Creation, Sales

June 2021 - April 2024

Luca LLC | Los Angeles, CA

- Oversee and creatively direct events such as pop ups and workshops.
- Create engaging content related to product value, schedule and plan future posts.
- Research marketing strategies and integrate them into content planning.
- Creatively direct, photograph, and write copy for outgoing content.

### Social Media Manager

May 2021 - March 2023

Yassi's Butta | Los Angeles, CA

- Direct, shoot, & edit content for small skincare business.
- Create and implement a monthly social media schedule to increase audience engagement & sales.
- Train social media literacy & and on camera coaching to staff.
- Create monthly creative briefs to solidify Yassi's branding for her product.

### Community Outreach, Socials Manager

April 2020 - Jan. 2021

Cornerstone Theater Company | Los Angeles, CA

- Remotely manage, create content, and grow socials on Twitter, Instagram, and Facebook.
- Analyzed the company's digital marketing plan and social media strategy and identified strategic weaknesses and made recommendations for improvements.
- Spearheaded Community outreach to further script development through remote story circles.
- Dramaturgical Research for their Highland Park is Here project.

## EDUCATION

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### Occidental College | Advanced Bachelors in Theater

May. 2021

- GPA: 3.75, Dean's List, **Magna Cum Laude**
- Marion Schumacher Award for Outstanding Contribution to the Department of Theater

### British American Drama Academy | Semester Abroad

Jan. 2020 - April 2021

### Private Practice | Meisner |

Jan. 2022-Jan 2024

## SKILLS

Public Speaking | Creative Writing | Copy Writing | Script Writing | Time Management | Dramaturgy | EQ | CPR Certified | Canva | Preview | iOS | Basic Spanish | Photoshop | Excel | Powerpoint | Audio Editing | Video Editing | UGC Content | Creative Direction | Wardrobe Styling | Being super fun and cool ☆

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