

TABITHA SPEARMAN

MULTIMEDIA CONTENT CREATOR

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Cottontown, TN

[Portfolio](#)

PROFESSIONAL SUMMARY

Freelance Social Media Manager with 3 years of experience in content strategy and creation (1 year in sports adjacent content), growing a client's established account by 50% and engagement by 200%+ through original content planning, photography, videography, and graphic design. Certified Drone Pilot with full gear for end-to-end content production, from shoot to final edit.

EXPERIENCE

Social Media Manager | Freelance 2023-Present

- Manage social media strategy and content for clients across diverse industries, including sports, beauty, e-commerce, real estate, and construction
- Produce original photography, videography, and drone/aerial footage for client content
- Design graphics, branded visual content, and websites to support client marketing and digital presence
- Develop brand strategy and identity for clients, ensuring consistent voice and visuals across platforms
- Write copy for captions, posts, and other content tailored to each client's brand voice
- Track analytics and deliver regular reporting to clients, informing content strategy adjustments
- Plan and execute content calendars, balancing fast-turnaround needs with long-term strategy

Substitute Teacher | Robertson County Schools, *Springfield, TN* 2024-2025

- Managed classrooms across varying grade levels and subjects, adapting quickly to new environments and lesson plans on short notice
- Maintained engagement and order in fast-paced, unpredictable settings

Production Assistant and Graphics Operator | Freelance 2018-2024

- Operated broadcast graphics systems (Ross Xpression) to support live sports productions
- Assisted production teams as a runner, supporting day-of-event logistics
- Developed a strong understanding of sports broadcasting workflows and crew dynamics

Band and Choir Director | Coffee County Middle School, *Manchester, TN* 2018-2022

- Served as Related Arts Team Leader, coordinating initiatives across the related arts department
- Created and maintained detailed inventory records for instruments, sheet music, and equipment
- Adapted lesson plans while ensuring continuity of documentation and reporting
- Adapted quickly to new environments and schedules while maintaining order and consistency across multiple grade levels

EDUCATION

Bachelor of Arts, Music Education, Western Kentucky University, *Bowling Green, KY* 2013-2018
Honors College

SKILLS

- **Software:** Adobe Photoshop, Illustrator, Premiere Pro, Lightroom, After Effects, InDesign, Canva
- **Content & Production:** Photography, Videography, Drone Footage, Graphic Design, Web Design
- **Strategy & Communication:** Social Media Strategy, Copywriting, Brand Identity, Analytics & Reporting