



# CARSON COLLINS

## CONTENT MARKETING STRATEGIST

### CONTACT

+15746126082

collins.carsonw@gmail.com

New York, NY | Washington, D.C.

### SUMMARY

Digital marketer focused on content strategy and performance analysis. A background in the performing arts shapes how I approach work, grounding strategy in storytelling and emotional connection. Experience in live environments informs how I think about audience attention, while my graduate work in Integrated Marketing Communications at Georgetown adds a structured, strategic lens. I've applied this across digital platforms, contributing to the growth of Justin Flom's Instagram audience from 393K to over 1M in four months.

### SKILLS

#### Digital Marketing & Performance

audience growth strategy · content management · data analysis · influencer strategy · performance tracking · prompt engineering · social media management

#### Tools and Platforms

Meta Business Suite · Google Suite · Tubular Labs · YouTube Analytics

### EXPERIENCE

**Justin Flom Digital Media** 07/2024 - Present

Digital Growth & Content Strategist

- Tested content formats and posting cadence using engagement and retention data, driving growth from 393K to 1M+ followers in four months.
- Supported content strategy and performance analysis within a multi-platform ecosystem, generating 21.3B+ views and 337M+ interactions in 2025.
- Pitched a content concept built around a curiosity-driven setup and visual reveal, generating over 500M views across platforms.
- Worked with Justin and editors to shape content direction based on performance trends, maintaining a consistent voice across high-volume, multi-platform output.

**Freelancer** 01/2021 - Present

Digital Marketing Strategist

- Led digital strategy for arts and entertainment clients, aligning content with audience growth goals and campaign priorities across social platforms.
- Built workflows and templates to structure content pipelines and standardize performance tracking.
- Used post-level performance data to guide creative direction and improve reach and retention across campaigns.
- Translated campaign performance into client-facing insights and strategic recommendations for partners including Monumental Theatre Company, A Contemporary Theatre of Connecticut, and *Jersey Boys* Las Vegas Residency.

**The Catholic University of America** 05/2019 - 01/2021

Social Media Manager

- Managed content across 12 departmental accounts, supporting recruitment, events, and community engagement.
- Built scheduling and reporting systems to streamline workflows and track engagement trends across accounts.
- Managed inbound comments and messages, identifying issues and supporting real-time communication with prospective students and community members.

### EDUCATION

**Georgetown University** Washington, DC  
Master's Integrated Marketing Communications Present

**George Washington University** Washington, DC  
Digital Marketing Certificate 2021

**The Catholic University of America** Washington, DC  
Bachelor of Music in Musical Theatre 2019  
Minor: Performing Arts Administration & Stage Directing