

BRITNEY VAUGHN

DIGITAL MARKETING & E-COMMERCE

HONOLULU, HI | RELOCATING TO ORANGE COUNTY, CA

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DIGITAL MARKETER WHO BLENDS ORGANIC SOCIAL STRATEGY, CONTENT PRODUCTION, INFLUENCER MARKETING, SHOPIFY E-COMMERCE, AND CAMPAIGN EXECUTION TO GROW LIFESTYLE, HOSPITALITY, RETAIL, AND WELLNESS BRANDS.

EXPERIENCE

DIGITAL MARKETING SPECIALIST

WAI KAI - EWA BEACH, HI
APR 2026 - PRESENT

- OWN SOCIAL STRATEGY, CONTENT PLANNING, PUBLISHING, AND COMMUNITY ENGAGEMENT ACROSS FIVE SOCIAL ACCOUNTS SPANNING TIKTOK, INSTAGRAM, AND FACEBOOK FOR WAI KAI BRANDS AND PROGRAMS.
- GREW WAI KAI'S FLAGSHIP INSTAGRAM BY NEARLY 10,000 FOLLOWERS IN SIX MONTHS THROUGH ORGANIC, PLATFORM-NATIVE CONTENT, EVENT STORYTELLING, AND COMMUNITY ENGAGEMENT.
- LAUNCHED WAI KAI NIGHT MARKET'S INSTAGRAM AND GREW THE ACCOUNT TO 1,400+ FOLLOWERS; BUILT THE CONTENT SYSTEM, WEEKLY PROMOTION PLAN, VENDOR FEATURES, AND LIVE EVENT COVERAGE.
- MANAGE APPROXIMATELY FIVE INFLUENCER COLLABORATIONS PER MONTH, INCLUDING CREATOR SOURCING, OUTREACH, DELIVERABLES, EXPERIENCE COORDINATION, APPROVALS, AND REPORTING.
- CREATE CAMPAIGN ASSETS IN CANVA AND ADOBE ILLUSTRATOR, CAPTURE AND EDIT PHOTO/VIDEO CONTENT, AND UPDATE WEBSITE CONTENT AND PAGE COMPONENTS IN WEBFLOW.

SOCIAL MEDIA AND E-COMMERCE MANAGER

LOCAL MOTION HAWAII - HONOLULU, HI
AUG 2025 - APR 2026

- MANAGED SHOPIFY MERCHANDISING, PRODUCT UPLOADS, COLLECTIONS, INVENTORY COORDINATION, SITE UPDATES, AND CUSTOM CSS LANDING PAGES FOR CAMPAIGNS INCLUDING SURF INTO SUMMER 2026.
- PLANNED SOCIAL CONTENT AND LED FLAT-LAY AND LIFESTYLE PHOTO SHOOTS; WROTE CAPTIONS, EDITED CONTENT, MANAGED INFLUENCER AND ATHLETE COLLABORATIONS, AND SUPPORTED KLAVIYO EMAIL CAMPAIGNS.
- USED SOCIAL, WEBSITE, AND E-COMMERCE PERFORMANCE INSIGHTS TO INFORM CONTENT, SITE, AND PROMOTIONAL STRATEGY.

SOCIAL MEDIA COORDINATOR

SAN LORENZO BIKINIS - HONOLULU, HI
APR 2024 - AUG 2025

- MANAGED SOCIAL CONTENT, INFLUENCER MARKETING, E-COMMERCE CAMPAIGN SHOOTS, LAUNCHES, CAPTIONS, AND COMMUNITY ENGAGEMENT FOR A FASHION SWIMWEAR BRAND.
- DIRECTED AND EDITED PRODUCT, MODEL, AND LIFESTYLE ASSETS USED ACROSS WEB AND SOCIAL CAMPAIGNS.

CREATIVE DIRECTOR INTERN

NU MARKETING - HONOLULU, HI
JAN 2025 - JUN 2025

- COLLABORATED ON CAMPAIGN CONCEPTS, CREATIVE BRIEFS, PRODUCT PHOTOGRAPHY, MOOD BOARDS, AND SOCIAL CONTENT ALIGNED WITH CLIENT BRAND IDENTITIES.

MARKETING INTERN

KEEP IT SIMPLE - HONOLULU, HI
JAN 2024 - APR 2024

- SUPPORTED DIGITAL STRATEGY, SUSTAINABILITY FOCUSED CONTENT, COMMUNITY OUTREACH, AND IN STORE EVENT MARKETING FOR A ZERO WASTE RETAILER.



EDUCATION

UNIVERSITY OF HAWAII AT MANOA

BACHELOR OF BUSINESS
ADMINISTRATION, MARKETING

JANUARY 2023 - MAY 2025

SANTA BARBARA CITY COLLEGE

ASSOCIATE OF SCIENCE IN
DIGITAL MARKETING

AUGUST 2020 - DECEMBER 2022

SKILLS

SOCIAL AND CONTENT

INSTAGRAM • TIKTOK •
FACEBOOK • SHORT-FORM VIDEO
• CONTENT STRATEGY •
CONTENT CALENDARS •
COMMUNITY MANAGEMENT •
COPYWRITING • PHOTOGRAPHY •
CAPCUT • CANVA • ADOBE
ILLUSTRATOR • ADOBE
PREMIERE PRO • ADOBE
CREATIVE SUITE • LATER

MARKETING AND ANALYTICS

INFLUENCER MARKETING •
EVENT MARKETING • CAMPAIGN
EXECUTION • META ANALYTICS •
GOOGLE ANALYTICS • ASANA •
NOTION • EXCEL

E-COMMERCE AND WEB

SHOPIFY • CUSTOM CSS •
WEBFLOW • DAWN THEME •
KLAVIYO • EMAIL MARKETING •
SEO • SQUARESPACE •
LIGHTSPEED POS