Allen Navarro

Social Media Manager | Videographer

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PROFESSIONAL SUMMARY

Video content creator and marketer producing YouTube, short-form, and long-form interview content built to grow audiences. Experienced in developing and executing content strategies across YouTube, Instagram, Facebook, and Spotify, from on-location field production to post-production in DaVinci Resolve. Combines a Walton College of Business marketing degree with experience in audience growth, content distribution and optimization, and using platform analytics to refine content strategy.

EDUCATION

University of Arkansas, Walton College of Business — Fayetteville, AR
Bachelor of Science in Business Administration, Marketing — *May 2026*

EXPERIENCE

Marketing Manager — 05/2026 – 08/2026
The Rise Above Podcast — *Fayetteville, AR*

- Drove 300% YouTube audience growth, from 100 to 400 subscribers, by producing on-location and long-form interview content, including a facilities tour with KJ Jackson and an interview with Arkansas Razorbacks Head Coach Ryan Silverfield.
- Led a cross-platform brand refresh across YouTube, Instagram, Facebook, Spotify, and the podcast website, and executed an Instagram audience growth campaign that increased followers by more than 50%.
- Managed post-production for long-form podcast episodes and short-form video in DaVinci Resolve, optimizing content for distribution across YouTube, Reels, and Shorts.

Missions Outreach Intern — 05/2025 – 07/2025
Cross Church — *Iquitos, Peru*

- Led English Club initiatives to develop students' conversational and foundational English skills.
- Provided English instruction to children in a school setting while supporting lesson planning and classroom engagement.
- Supported the local community of Iquitos, Peru through outreach programs focused on relationship-building and community service.

Social Media Coordinator — 08/2024 – 05/2025
Baptist Collegiate Ministry — *Fayetteville, AR*

- Developed and executed social media content strategies across platforms, with a focus on Instagram, growing the page from 1.8K to 3K followers in one year.
- Created photo, video, and graphic content in-house, producing posts and promotional visuals for events and campaigns.
- Launched targeted content campaigns around key events, including welcome weeks, retreats, and service projects, to grow new member participation.
- Tracked and analyzed performance metrics to identify which content resonated, then refined content strategy to improve audience reach.

Missions Department Intern — 05/2024 – 07/2024
Cross Church — *Springdale, AR*

- Created digital and print marketing materials to promote community outreach programs.
- Supported the coordination of large-scale community events and missions, contributing to an increase in community participation.
- Assisted in building relationships with local organizations to expand community outreach efforts.

Customer Service Intern 06/2022 – 08/2022, 05/2023 – 08/2023
Panini America *Irving, TX*

- Resolved product issues and customer inquiries for more than 100 customers daily as a pricing specialist for a leading sports trading card brand, balancing speed and accuracy in a high-volume environment.
- Built strong customer relationships by communicating clearly and following through, helping retain accounts for a leading sports trading card brand.
- Used internal order and pricing systems to look up product information, confirm pricing, and resolve customer issues.
- Maintained customer databases to ensure accurate records and support customer satisfaction.
- Supported sales initiatives through product cross-promotion, contributing to increased sales efficiency during the summer season.
- Returned for a second summer internship, building on the first summer's product and pricing knowledge.

COMMUNITY INVOLVEMENT

Neighborly Foods - Packaged Food Company
Student Ambassador

- Promoted Neighborly Foods brand awareness on campus through targeted student outreach and events.

Cross Church College Ministry
Community Group Leader

- Facilitated weekly Bible studies and small groups, building a strong sense of community and accountability among college students.

SKILLS

Social Media and Content: Social media strategy, content planning, campaign planning, YouTube and short-form video strategy, YouTube and Meta analytics, distribution and optimization
Video Production: On-location and interview production, Sony camera operation, lighting, audio recording, color grading, photography
Editing and Design: DaVinci Resolve, Adobe Premiere Pro, Photoshop, Lightroom, Canva, website design
Tools and Languages: Claude, ChatGPT, Microsoft Office, Google Workspace, fluent in Spanish