

# Alex Tauras

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## Social Media Manager

### Professional Summary

Social media manager with 10+ years of experience growing audiences, increasing engagement, and expanding brand reach across Facebook, Instagram, TikTok, X, LinkedIn, and short form video. Creates content from concept to final publish, combining strategy, creative execution, analytics, prompt engineering, and AI driven workflows to improve performance, speed, and output.

### Core Skills

Social Media Strategy | Content Creation | Short Form Video Production | Video Editing | AI Content Workflows | Prompt Engineering | Generative AI Tools | Audience Growth | Engagement Optimization | Copywriting | Content Repurposing | Social Media Analytics | Meta Insights | Google Analytics | Canva | CapCut

### Professional Experience

#### Corporate Social Media Manager SHOP.com | Jul 2022 to Present

- Led social media strategy and content execution for partners and campaigns featuring Fat Joe, Gary Brecka, Eva Longoria, and Jamie Foxx.
- Created video content from concept and scripting through editing, optimization, and publishing.
- Increased audience growth, engagement, and reach through content strategy tied to launches, campaigns, and partner initiatives.
- Supported paid social efforts with content designed to perform across organic and paid channels.
- Helped drive AI adoption within the social team, improving speed, efficiency, and content output through scalable workflows and stronger prompt usage.
- Built AI assisted workflows that turned long form video into multiple short form assets, extending the value of large content libraries and increasing production efficiency.
- Helped demonstrate the value of AI workflows, contributing to the development of a company knowledge system for faster access to product and business information.
- Managed editorial calendars and used analytics to refine strategy and improve performance.

## **Social Media and Public Relations**

**JD Motorsports (NASCAR)** | Jul 2013 to Jul 2022

- Grew Facebook audience by 20x and Twitter audience by 15x organically for NASCAR Cup Series drivers Ross Chastain and Ryan Preece.
- Led live digital coverage during race weekends, balancing sponsor visibility, fan engagement, and real time storytelling.
- Produced sponsor and partnership content that expanded reach and supported brand objectives.
- Helped establish user generated content opportunities to deepen fan engagement.
- Monitored performance and trends to guide content decisions and improve results.

## **Education**

**Bachelor of Arts in Business Administration**

Belmont Abbey College | 2012

## **Certifications**

ISC2 Certified in Cybersecurity CC | Cisco Networking Basics | Google Ads Search Certification