

Savannah Walker

SENIOR SOCIAL MEDIA MANAGER

As an ambitious and detail-oriented professional, I bring a genuine passion for social strategy and a proven record of success in trend identification, ambassador partnerships and audience engagement. With a focus on driving brand awareness and delivering executive-level strategy reports, I am committed to making a significant impact on a company's growth and success.

EXPERIENCE

SOCIAL MEDIA AND CONTENT LEAD at Cirrus

AUG 2024 – PRESENT

Manage and lead the development and execution of Cirrus

Aircraft's brand strategy across global social media platforms, overseeing creative direction, content production, and daily

operations to drive engagement and strengthen brand positioning.

Established and scaled Cirrus' first formal ambassador program, building influencer and pilot partnerships that amplified brand reach, cultivated community, and generated measurable advocacy.

Deliver monthly, quarterly, and annual analytics and strategic reports to executive leadership, providing insights that

informed decision-making, optimized campaigns, and demonstrated ROI across social initiatives.

SOCIAL MARKETING SPECIALIST at PetSafe Brands

JUN 2022 – AUG 2024

Create, curate, and manage content including digital assets, social media posts, videos, and more for RSC brands. Grew PetSafe Brand's ambassador program 3x in two years, managing partnerships with high-profile influencers including Katie Thurston and Jessica Simpson to expand brand reach and engagement. Execute a monthly content calendar for multiple brands keeping new products, marketing campaigns, and moments to connect with key audiences and build our brands in mind. Create and maintain digital marketing efforts to meet increased awareness, traffic growth, lead generation, and sales goals. Independently own and produce in-house TikTok and Instagram Reel content, managing the entire process



Details

Knoxville, Tennessee

865.776.8788

savannahbrynnwalker1326@gmail.com

Links

[LinkedIn](#)

[Portfolio Site](#)

[Cirrus Aircraft Social](#)

TECHNICAL PROFICIENCIES

Wrike/Monday

Sprout Social/Hootuite/Later

CapCut/Edits

OpenAI

Facebook, IG, TikTok, X
Threads, & YouTube

Meta Business Suite

Aspire IQ

Canva Pro

Microsoft Office Suite & iWork

DJI/iOS Product Expertise

from concept creation to scheduling across platforms. Drive direct-to-consumer (DTC) and retailer sales through compelling storytelling and strategic content distribution.

REFERENCES

Marshall Stephens

Web Experience Manager, PetSafe Brands - 865.223.8650

Eric O' Dell

Product Manager, Cirrus Aircraft - 765.561.7423

Taylor Smith

Media Creator, Cirrus Aircraft - 615.310.1912

EDUCATION

B.S., Journalism & Electronic Media at University of Tennessee, Knoxville

Minor - Marketing

A.A., Communications at Pellissippi State Community College, Knoxville

CONTACT ME

Cell, Knoxville, TN

865.776.8788

Email

savannahbrynnwalker1326@gmail.com

LinkedIn

www.linkedin.com/in/savannahbrynnwalker

EXPERIENCE CONTINUED..

SOCIAL MEDIA COORDINATOR/ASSISTANT EDITOR

AUG 2021 – JUN 2022

Lead a cross-functional team to develop and implement the company's overall social media strategy, honing in on brand awareness and paid social opportunities on Meta to gain potential clients. Collaborate and assist other teams including video production and editing. Co-production experience under Z-Media for clients Knoxville Ice Bears, Weather Channel, Delta Faucets, Circle Network, and A+E Network

SOCIAL MEDIA MANAGER

AUG 2018 – JAN 2022

Managed and executed social media strategy for Smoky Mountain Trailers across Facebook and Instagram, creating, editing and scheduling branded content that supported product promotion, inventory visibility and sales initiatives. Collaborated with sales and product teams to refine messaging, ensuring consistent brand tone and clear communication of product features, promotions and listings across all digital platforms. Led customer engagement and digital lead generation through social channels, including managing direct messages, posting vehicle listings on Facebook Marketplace and executing Meta advertising campaigns and boosted posts to expand reach and drive inquiries.