

ANIKA OSPINA

CREATIVE MARKETING & STORYTELLING

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LA · OC · SD



OBJECTIVE

Creative marketing professional seeking opportunities in social media, PR, and brand communication. Brings experience in content creation, brand storytelling, and aesthetic-driven digital communication. Passionate about helping brands connect through intentional visuals, engaging narratives, and a cohesive digital presence.

EDUCATION

University of San Diego

Pursuing Bachelor's Degree in Business Administration,
Minor in Marketing
Presidential Scholarship
2022 – 2026

SKILLS

- Content Creation
- Visual Direction
- Brand Storytelling
- Copywriting
- Social Media Strategy
- Community Engagement
- Trend Research

STRENGTHS

- Detail-oriented
- Organized
- Collaborative
- Clear communicator
- Hardworking
- Adaptable

TOOLS

- Canva
- Google Suite
- CapCut
- Wix
- SEO basics

PROFESSIONAL EXPERIENCE

Social Media & Content Coordinator

Sand+ Fog Candle Company | Newport Beach | 2022- Present

- Concept, style, and produce photo + video content for products, launches, seasonal campaigns, and brand storytelling across Instagram and TikTok.
- Manage social calendars, draft on-brand captions, and curate a cohesive visual direction across all digital platforms.
- Collaborate with creative and leadership teams to refine ideas, integrate feedback, and execute elevated campaign visuals.
- Support influencer and UGC initiatives by sourcing creators, styling product shots, and optimizing content performance.
- Develop packaging concepts and lid designs that reflect the brand's clean, coastal aesthetic and enhance product appeal.

Social Media Manager

Kristi Kirkpatrick, Coldwell Banker Real Estate LLC | 2024 - Present

- Develop and execute social media strategies to enhance engagement and promote the realtor's brand and contact throughout Orange County
- Create and distribute content that supports the realtor's mission, encouraging community interaction and showcasing the achievements of women in the real estate industry.

Social Media Coordinator

Marketplace Women of Orange County | 2023 - Present

- Develop and implement social media strategies aimed at increasing engagement among followers and promoting the visibility of women in business within the community.
- Promote content that resonates with the non-profit's mission, encouraging dialogue, and supporting the growth of women in business.

LEADERSHIP & INVOLVEMENT

- Kappa Kappa Gamma- Head of Public Relations
- USD Women in Business- Member
- CASE Marketing Conference- Panel Speaker (2025)