

SAVANNAH EVANOFF

SOCIAL MEDIA MANAGER

CONTACT

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EDUCATION

BACHELOR OF SCIENCE
Biological Sciences

+24 COLLEGE CREDIT
HOURS
Multimedia Journalism

Oklahoma State
University
December 2013

SKILLS

Soft Skills:

Brand Voice Development
Social Media Strategy
Thought Leadership Content
Client Communication
Creative Collaboration

Technical Skills:

CapCut
Canva
Meta/Hootsuite/Zoho Social
Trello/Notion/monday.com/Asana
Mailchimp
Teams/Slack
Adobe Creative Suite (beginner)
Final Cut Pro (beginner)
Pro Tools (beginner)
Various CMS

Editorial Skills:

AP Style
Copywriting
Copy editing
Features writing
Ghostwriting
Press releases
Interviewing
AI Prompt Writing

WORK EXPERIENCE

DIRECTOR OF SOCIAL MEDIA

Ring Ring Marketing (digital marketing agency for funeral homes and cemeteries), April 2025 – Present

- Led in-house social media strategy across Facebook, LinkedIn, Instagram and X.
- Managed community interaction across all platforms.
- Recorded 10 short-form videos monthly about digital marketing that consistently received the highest engagement and ThruPlays.
- Consulted with joint venture partners on social media strategy.
- Quality checked post creation for clients in multiple industries.

EDITORIAL DIRECTOR

Ring Ring Marketing, January 2024 – April 2025

- Pitched marketing articles for trade magazines in deathcare, home care, assisted living and home improvement.
- Produced as many as 20 ghostwritten articles monthly for Founder & CEO Welton Hong, published across more than 25 media outlets.

MARKETING COORDINATOR

Ring Ring Marketing, January 2022 – January 2024

- Managed a cross-functional team of 10+ marketing, design and social media professionals to execute in-house and client ad projects.

FREELANCE SOCIAL MEDIA MANAGER

Dead Ringers (CX firm for funeral directors), October 2025-Present

- Developed a social media strategy cohesive with their quirky, punny brand.
- Created static and video posts and used scheduling platform to post on Facebook, LinkedIn and Instagram
- Launched a monthly e-newsletter called The Ringer Report.

FEATURES REPORTER

Northwest Florida Daily News, May 2016 – January 2022

- Built strong relationships within the local music scene and created a newsroom concert series, featuring local and touring musicians, live streamed across social media platforms.
- Wrote articles for the front page, local and features sections of the regional newspaper, as well as its weekly entertainment magazine.
- Planned, styled and coordinated photo shoots from concept to execution.
- Launched and co-hosted a local entertainment podcast.

FREELANCE WRITER, COPY EDITOR

Independent News (Inweekly), January 2016 – Present

- Pitched and reported stories spotlighting music in Pensacola.
- Copy edited magazine issues for AP style compliance, ensuring accuracy and meeting tight publication deadlines
- Balanced multiple short- and long-term assignments.