

Stacy Tavares

Senior Social Media Manager / Digital Marketer

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Las Vegas, NV | Looking to relocate

<https://www.stmarketingdesign.com/>

Skills

- Social media management (content creation, scheduling & community management)
- Professional photography, videography and editing skills
- Website designing and building / SEO
- SMS & Email Marketing
- Paid social campaign management (Meta Ads & Google Ads)

Experience

Station Casinos — Senior Social Media Manager

Station Casinos is a leading hospitality and gaming company in Las Vegas, operating multiple hotel-casino properties across the valley.

November 2024 - Current

- Manage social media content across all social platforms, creating short-form and long-form content
- Create gaming content around slots, jackpots, and bingo events to bring attention and awareness.
- Produced viral content that brought in millions of views, reach, and overall growth across platforms.
- Created digital graphics and advertisements while managing ad performance and audience engagement.

Treasures Gentlemen's Club & Steakhouse — Freelancing Social Media Manager

A premier Las Vegas nightlife, entertainment and dining destination.

November 2025 - Current

- Lead digital marketing efforts across social media, paid advertising, and promotional campaigns.
- Create and publish engaging photo, video, and graphic content across social platforms.
- Develop marketing campaigns for nightlife, events, dining experiences, and special promotions.
- Manage the social media content calendar, community engagement, and overall brand presence.

Las Vegas Athletic Club (LVAC) — Social Media Manager

LVAC is the largest commercial gym, with seven locations across the Las Vegas Valley.

December 2023 – October 2024

- Brainstormed and executed professional photo and video shoots for paid social media campaigns and daily organic posts..
- Strategized and implemented a social media strategy that boosted brand awareness, leading to an increase in membership sign-ups.
- Created and managed an influencer marketing strategy, collaborating with over 10+ influencers for Las Vegas Athletic Clubs
- Built and created content for the community that resonated well.
- Managed social media ad budgets effectively, maximizing reach and engagement across all social platforms.

Señor Frogs Nightclub — Freelancing Social Media Manager / Content Creator

June 2023 – December 2024

- Photographed and video-recorded content to schedule future posts on all social media platforms. (TikTok, Instagram, Facebook)
- Monitored and responded to any comments or engagement on TikTok and Instagram.
- Created the concept and designed all graphic/video/photo advertisements. (flyers, business cards)

961 Interactive Marketing Agency, — Social Media Manager

July 2023 – November 2023

- Developed engaging and targeted content for various digital platforms, including website articles, blog posts, social media updates, and email campaigns.
- Implemented email marketing strategies, graphic design, A/B testing, and performance analysis..
- Designed visually appealing, brand-aligned graphic posts for various social media platforms.
- Produced engaging and shareable short-form videos, including Instagram Reels and TikTok content..

LA Epic Club Crawls, — Senior Digital Marketer

March 2022 – June 2023

- Strategized, developed, and managed paid digital marketing ads on Meta business, AdWords, and TikTok.
- Monitored the company's Instagram/ Facebook accounts: 6x accounts.
- Built and maintained four websites on WIX and WordPress.
- Created and optimized blogs.
- Created the concept and designed all graphic/video/photo advertisements.
- Created and strategized their monthly email blasts