

BERNI TAPIA

SOCIAL MEDIA MANAGER | CONTENT STRATEGY | COMMUNITY GROWTH

Social Media Manager with proven experience building and scaling brand presence across Instagram, TikTok, and short-form video platforms. Skilled in developing data-driven content strategies, capturing high-performing content, and driving engagement, growth, and conversion.

Strong background in performance optimization, community building, and influencer collaboration. Combines strategic thinking with hands-on content execution to create impactful, social-first campaigns that translate into measurable business results.

Email: berni.tapia97@gmail.com | Portfolio: <https://bybernitapia.com/portfolio>

LinkedIn: <https://www.linkedin.com/in/bernardita-tapia-746406332/> | South Korea, relocating to Stuttgart, Germany - August 2026

WORK EXPERIENCE

ESTEE LAUDER & COMPANIES CHILE

SOCIAL MEDIA MARKETER & CREATIVE ASSISTANT | 2024- 2025

- Owned and executed social media strategy across Instagram and TikTok (+50K followers)
- Developed and managed content calendars aligned with campaigns and product launches
- Created performance-driven content (Reels, short-form video, copywriting)
- Monitored and analyzed performance metrics (engagement, CTR, traffic) to optimize strategy
- Collaborated with marketing, design, and paid media teams for integrated campaigns
- Acted as brand voice across social platforms, strengthening audience engagement. Community management replying DM's and comments.

KEY RESULTS:

- Increased organic reach by 32% in 2 months, boosting content visibility.
- Improved engagement rate by 5%, enhancing audience interaction.
- Increased website CTR by 18%, driving qualified traffic.
- Generated +12% online sales via Instagram traffic.
- Scaled community from 51K to 57K (+6K).

URCO SHOES

SOCIAL MEDIA MANAGER | 2024

- Led content strategy and execution across Instagram and TikTok (78K → 110K followers).
- Built and scaled a content engine focused on growth, engagement, and product visibility.
- Planned and executed social content aligned with launches and campaigns.
- Created and optimized short-form content based on performance insights.
- Collaborated with creative, marketing, and paid teams to align messaging.
- Supported influencer, creators and UGC collaborations and content amplification strategies.

KEY RESULTS:

- Increased organic reach by 25% in 4 months, boosting content visibility.
- Increased website CTR by 22%, driving qualified traffic.

SKILLS

Content Management & Scheduling | Social Media Coordination, Growth & Strategy | Organization & Multi-project Management
Communication & Copywriting | Content Creation | Content Optimization & Performance
SEO | Digital Marketing Fundamentals | Cross-functional Collaboration | Short Form video production
Community management & engagement | Performance analysis & optimization | Campaign planning & execution

TOOLS

Meta Ads Manager | Google Analytics | TikTok Ads | Meta Business Suite | Hootsuite | Notion
Adobe Creative Suite | Canva

EDUCATION

Pontificia Universidad Catolica de Chile | Bachelor in Graphic Design 2026-2021

CERTIFICATIONS

Adobe Social Media Content and Strategy | META Social Media Manager | HubSpot Social Media Certification
Google Digital Marketing & E-commerce Certificate

LANGUAGES

Spanish Native | English Advanced | Korean Intermediate | German Basic