

Wayne Babineaux

SOCIAL MEDIA CONTENT CREATOR

Creative and strategic powerhouse with a fresh new voice in the world of social media and digital marketing, specializing in social media content creation, management, and strategy.

EXPERIENCE

Social Media Content Creator / Manager | [Unity of Houston](#)

March 2025 - Present | Houston, TX/Remote

- Directed and produced new social media video content to promote Unity of Houston church, ensuring brand consistency throughout
- Edited, curated, and repurposed existing video content from live events to optimize for social media
- Increased reach and engagement across all platforms, including [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#)

Independent Music Marketer | [Weaux](#)

Oct 2018 - Present | New York, NY, Houston, TX, Los Angeles, CA

- Created and posted engaging content on [Instagram](#), [TikTok](#), [Facebook](#), and [YouTube](#) to promote music and live events
- Managed email newsletter campaigns using Mailchimp and MailerLite
- Built and updated official website and ecommerce store using [Bandzoogle](#)
- Built ongoing relationships with fans through crowdfunding and creating exclusive content on [Patreon](#)

EDUCATION

Fordham University — *Bachelor of Arts, Theatre*

Aug 2016 - May 2020 | New York, NY

- Graduated summa cum laude with an interdisciplinary mix of liberal arts, theatre, and business

Google Career Certificates — [Certification in Digital Marketing and E-Commerce](#)

Aug 2024 - Dec 2024 | Remote

- Created multichannel digital marketing plans to reach specific target audiences



CONTACT

Email:

waynebabineaux.writer@gmail.com

Phone: 281-299-6893

Website:

waynebabineaux-marketing.com

[LinkedIn](#)

Location: Los Angeles, CA

SKILLS

- Communication
- Organization
- Social media content creation
- Copywriting and copy editing
- Social media planning & strategy - Later.com
- Video editing - Adobe Premiere Pro
- Audio editing - Ableton Live
- Graphic design - Canva

LANGUAGES

- English (fluent, native)
- Spanish (proficient)