

REINA DECKER

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EDUCATION

University of Texas at Austin	Bachelor of Arts in Human Dimensions of Organization Certificate in Nonprofits and Social Entrepreneurship	Jan 2022 - May 2025
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EXPERIENCE

TacAero - Social Media Manager (Contract)	Aug 2026 - Present
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- Manage social strategy for an aviation training company (38.5K+ audience), positioning it as an expedition lifestyle brand to drive enrollment in tailwheel and backcountry courses
- Produce 2–3 posts per week with platform-specific content to build community and encourage repeat enrollment

Wonders and Worries - Marketing Coordinator	Jul 2025 - Present
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- Lead cross-platform social media strategy and content creation (Instagram, Facebook, LinkedIn, YouTube, Tik Tok), driving a 22% increase in social media followers organically in nine months
- Increase digital marketing campaign engagement by 45% through strategic promotion across social media and email marketing, using storytelling to highlight programs, events, and impact
- Developing a social media ambassador and influencer program to expand organic reach across our 5 city markets
- Attend organizational events to capture photo and video content, distributing event-based assets to increase awareness and support fundraising efforts across digital platforms

ForeFlight - Social Media Marketing Co-op	Jun 2024 - May 2025
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- Drove engagement across Instagram, Facebook, LinkedIn, X, and Threads (600K+ audience) through strategic content, influencer partnerships, and community management
- Analyzed KPIs with Sprout Social and Meta analytics to optimize strategy and raise engagement rates
- Produced post-event analytics reports using data visualization to improve ROI tracking
- Helped grow ForeFlight's social following by 25.5K (26.4% increase)

The Arc of the Capital Area - Marketing & Development Intern	Aug 2024 - Dec 2024
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- Supported planning and execution of community fundraising events through logistics coordination and on-site assistance
- Conducted outreach to local businesses and community partners to strengthen event participation and sponsorship opportunities
- Organized and maintained donor and participant data in the CRM system to improve communication and follow-up strategies

Out Youth - Communication & Social Media Intern	Jan 2024 - May 2024
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- Expanded audience to 11K+ followers through cross-platform content creation and engagement
- Implemented a unified social strategy that drove a 15% increase in interactions across Instagram and Facebook

SKILLS

Marketing & Social Media: Social media support and execution, influencer and partnership coordination, community engagement, campaign support, brand alignment, social impact messaging

Data & Tools: CRM systems, Microsoft Office Suite (Excel, PowerPoint, Word), Social Media Platforms (Instagram, Facebook, X, LinkedIn, Threads, TikTok), Social Media Management Tools (Sprout Social, HubSpot), Adobe, Canva, Google Workspace, Social Media Analytics, Slack, Airtable

Collaboration & Work Style: Written and verbal communication, cross-team collaboration, campaign and project coordination, timeline management, attention to detail, ability to work independently

CERTIFICATIONS

Nonprofits and Social Entrepreneurship, *University of Texas* - May 2025
Project Manager, *IBM* - Dec 2024