

# DAHN JOHNSON-SIM

## S O C I A L M E D I A M A N A G E R



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## EDUCATION

### BIRMINGHAM CITY UNIVERSITY

BA (Hons) Business and Economics

2016 - 2020

GPA: 4.0

## SKILLS

- Content Strategy & Planning
- Community Management
- Influencer Outreach
- Analytics & Reporting
- Project Oversight
- Trend Monitoring
- Content Writing
- Social SEO
- Cross-Platform Management

## TOOLS

- Manychat
- Sprout Social
- Meta Business Suite
- Notion
- Asana
- Canva
- Final Cut Pro
- Google Workspace

## ABOUT ME

I'm a Social Media Manager passionate about building content strategies that drive impact and build community. At High Season Co., I lead strategy, production, and influencer partnerships – managing content calendars, creator outreach, reporting, and a creative team. I focus on creating experiences that are timely, thoughtful, and built to resonate across Instagram, Facebook, LinkedIn, Pinterest, and TikTok.

## EXPERIENCE

### HIGH SEASON CO.

Social Media Manager

*Promoted from Content & Community Specialist to Social Media Manager in July 2022.*

2022 - Present

- Lead content strategy, production, and influencer partnerships for purpose-driven brands, spanning tech companies, VC firms, professional sports coaches, and more.
- Build monthly content calendars with culturally relevant themes across Instagram, Facebook, LinkedIn, Pinterest, and TikTok.
- Manage a designer and copywriter through content production and delivery.
- Use Manychat to automate workflows and drive engagement.
- Moderate private Facebook Groups.
- Deliver performance reports and insights on a weekly, monthly, and quarterly basis.

*Content & Community Specialist*

2020 - 2022

- Edited and optimized YouTube content, including thumbnails, tags, metadata, and monetization.
- Created custom visual assets using Canva and managed channel uploads and scheduling.
- Monitored industry trends and competitor content to inform strategy.
- Executed daily targeted engagement tactics to support Instagram growth for client accounts.

### ENTERPRISE RENT-A-CAR - UK

Management Intern

2018 - 2019

- Delivered excellent customer service to a diverse client base.
- Allocated, prepared and delivered vehicles according to customer bookings.
- Used internal systems to coordinate rentals and manage client communications.