Solveig Marchetti-Obi

Content Creator

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SUMMARY

Content creator with 5 years running a home-cooking channel with 410,000 followers across TikTok, Instagram and YouTube, and 2 years producing short-form video for a consumer food brand. Has delivered 60+ paid brand partnerships, scripts, shoots and edits a full week of content solo, and reports results in sales and saves, not just views.

EXPERIENCE

In-House Content Creator — Golden Hour Pantry Co.

Los Angeles, CA · Jan 2024 – Present

- Produce 5 short-form videos a week for TikTok and Instagram Reels, growing the brand's TikTok from 18,000 to 142,000 followers in 22 months.
- Created a recipe series that drove 9,400 tracked orders through a landing page in its first quarter, the brand's best-selling social campaign to date.
- Brief and manage 14 outside creators a quarter, writing creative briefs and usage terms, with 90% of videos approved on the first cut.
- Cut per-video production cost from about $1,200 with an agency to $180 by shooting in-house with a phone kit and a single lighting setup.

Independent Content Creator — Solveig Cooks (self-employed)

Los Angeles, CA · Mar 2020 – Present

- Built a home-cooking channel to 410,000 followers across TikTok, Instagram and YouTube with an average 6.8% engagement rate on Reels.
- Delivered 60+ paid partnerships for kitchenware and grocery brands, including a 6-month ambassador deal renewed twice.
- Drove $210,000 in tracked sales through affiliate links and discount codes over 3 years, reported to partners in monthly recaps.
- Grew a weekly email newsletter to 28,000 subscribers with a 47% open rate, used to launch a self-published recipe ebook that sold 3,100 copies.

SKILLS

Platforms: TikTok, Instagram Reels and Stories, YouTube and Shorts, Pinterest, Substack

Production: Scripting, shooting on iPhone and Sony ZV-E10, CapCut, Premiere Pro, Canva

Partnerships: Creative briefs, rate cards, usage rights, affiliate programs, campaign reporting

Analytics: TikTok and Meta insights, YouTube Studio, Google Analytics 4, UTM tracking

EDUCATION

B.A. Communications, California State University, Long Beach, 2019

Fictional example by FindAJobAI: the person, employers and numbers are invented.