

# Levi Long

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[levilong.com](http://levilong.com)

## PROFESSIONAL SUMMARY

With four years of experience, I am a highly creative and results-driven digital media innovator who specializes in creating visually appealing designs that drive engagement and meet business goals. I excel in collaborating with cross-functional teams, leveraging my communication and problem-solving skills to deliver high-quality work. In my next role, I am looking for opportunities to continue developing my design expertise and contribute to the growth of the company.

## RELEVANT SKILLS

### Content Development

- Led research, strategy, planning, and presentation of social media ad campaigns with full execution to internal and client teams.
- Developed and executed detailed creative testing plans, analyzed, and reported results back to clients.
- Utilized management and analytics platforms to assist in strategy shifts, optimizations, and reporting.

### Social Media Management

- Stayed atop of social media industry standards, new technologies, trends, and the competitive landscape.
- Managed optimizations of campaigns to meet client goals.
- Worked closely with management team to understand client needs and communicated insights and results back to the clients.

### Interpersonal Skills

- Demonstrated strong communication skills for internal and client partnerships.
- Thrived in a fast-paced environment and managed multiple campaigns and tight deadlines.
- Maintained extreme organization and attention to detail.

## EXPERIENCE

### Stocker

June 2020 - Present

### HEB, Bastrop, Texas

- Optimized sales by organizing merchandise in compliance with customer needs.
- Increased product rotation efficiency by 15% with spot-checks and cycle counts.

### Social Media Manager

January 2022 – May 2022

### Texas State University Alumni Association, Remote

- Analyzed metrics to refine marketing strategies and optimize content performance.
- Produced targeted content aligned with brand voice and audience.
- Researched trends and integrated new strategies to stay relevant.

### Cashier

September 2019 – June 2020

### HEB, Bastrop, Texas

- Trained in cash handling, customer service, and high-stress environments.
- Answered product-related questions and offered additional or alternative options.
- Showcased excellent service and community spirit for customer satisfaction.

## EDUCATION

### Bachelor of Science, Major in Digital Media Innovation

December/2023

Texas State University

## CERTIFICATIONS

- **Hootsuite & Hootsuite Social Media Marketing**, Hootsuite Academy - 2023
- **HubSpot SEO & HubSpot Content Marketing**, HubSpot Academy – 2023
- **Semrush Social Listening**, Semrush Academy - 2023