

Levi Long

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SUMMARY

Levi Long is a highly creative and results-driven digital media innovator with four years of experience. They specialize in creating visually appealing designs that drive engagement and meet business goals and excel in collaborating with cross-functional teams.

EXPERIENCE

Social Media Manager

Texas State University Alumni Association

January 2022 – May 2022, San Marcos, TX

- Conducted regular analysis of social media metrics using Google Analytics and Hootsuite, leveraging data to refine social media marketing strategies and optimize content performance for the association's social media channels.
- Produced high-quality content for the association's social media channels, including eye-catching graphics, compelling videos, and engaging posts that aligned with the brand's tone and voice, and effectively resonated with the target audience.
- Proactively researched and stayed up-to-date on emerging social media trends and best practices, integrating new ideas and strategies into the association's social media marketing plans to keep them fresh and relevant.
- Designed and executed innovative social media campaigns that significantly increased engagement with the association's social media channels, resulting in a noteworthy 28% increase in followers and an impressive 37% increase in post engagement.

Stocker

H-E-B

June 2020 – Present, Bastrop, TX

- Prepared, packaged, and merchandised fresh products, ensuring compliance with all departmental, food safety, and sanitation standards.
- Implemented regular spot-checks and performed cycle counts within product areas, resulting in a 15% increase in product rotation efficiency.
- Consistently stocked merchandise to standards and proactively replenished inventory to provide a seamless customer shopping experience.
- Provided superior customer service and maintained a well-stocked and well-maintained department.
- Organized merchandise on the store floor in compliance with stockroom plans and customer needs.

Cashier

H-E-B

September 2019 – June 2020, Bastrop, TX

- Trained in cash handling, high-stress environments, and customer service.
- Showcased excellent service and community spirit.
- Answered product-related questions for customers and offered additional or alternative products and services.
- Handled all cash register operations, processed payment transactions, and provided exceptional customer service, resulting in a 200% increase in repeat customers.

Ranch Hand

L&L Ranch

November 2017 – August 2019, Bastrop, TX

- Ensured the well-being of livestock by monitoring their health, providing daily feedings, and administering medical care as necessary.
- Conducted regular inspections of fences and corrals, promptly repairing any damages to prevent animal escape or injury.
- Implemented effective grazing and grass management practices, including seasonal plot rotation and maintenance, to promote optimal animal health and sustainable land use.
- Operated and maintained a variety of ranch equipment, such as tractors and ATVs, ensuring proper working conditions for daily use.

EDUCATION

Bachelor of Science Major in Digital Media Innovation and Mass Communications

Minor in Sociology • Texas State University • San Marcos, TX • 2023 • 3.5

CERTIFICATIONS

Hootsuite & Hootsuite Social Media Marketing

Hootsuite Academy • 2023

Semrush Social Listening

Semrush Academy • 2023

HubSpot SEO & HubSpot Content Marketing

HubSpot Academy • 2023

SKILLS

Front End: HTML, CSS, JavaScript, Bootstrap, WordPress

Data: Tableau, Python, Pivot Tables, Excel

Design: InDesign, Premiere, Canva, Figma