

# SOCIAL MEDIA MARKETING RESUME

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📍 3215 Overland Ave, Los Angeles, CA 90034

## resume objective

Social Media Marketer with 2+ years of experience developing and implementing marketing campaign strategies for brands in the beauty industry. Possess a Bachelor's degree in Marketing and a Facebook Social Media Marketing Professional certification. Looking to leverage my experience to fill the position of Social Media Marketer at your company.

## education

May 2019

**BACHELOR OF ARTS IN MARKETING**

San Jose State University, San Jose, CA

GPA: 3.7/4.0

## professional experience

Dec 2019 – Present

**SOCIAL MEDIA MARKETER** | Kosas, Los Angeles, CA

- Create paid and organic content to publish on Instagram, Facebook, Twitter and YouTube
- Analyze and update Kosas' digital marketing strategy in collaboration with the Marketing Manager, resulting in a 30% increase in traffic to the company website over a 6-month period
- Manage accounts and track content performance using social media marketing tools including Hootsuite, Google Analytics, Facebook Insights and Socedo
- Respond to 100+ comments and messages daily across the company's social media platforms
- Oversee Assist with the planning and execution of a social media campaign leading to a 15% increase in sales

Jun 2019 – Dec 2019

**SOCIAL MEDIA INTERN** | Biossance, Emeryville, CA

- Identified and reached out to key California-based influencers in the skincare industry for brand promotions
- Created a draft for a social media content calendar to ensure an average of 2 posts were published per day
- Produced copy for the company's social media platforms, including Twitter, Facebook and Instagram
- Communicated daily with customers and followers via Biossance's social media channels to achieve a goal of 15% increase in engagement
- Tracked social media performance to identify high-performing and low-performing content and made suggestions for improvements

## additional skills

- Proficient in Adobe Creative Suite
- Experienced with Canva, Pinnacle Studio and Final Cut Pro
- Certified Facebook Social Media Marketing Professional (2021)
- Knowledgeable about SEO best practices