

Social Media Resume Sample

123 Your Address
City, State, Zip Code
(xxx)-xxx-xxxx
your@email.com

Marketing professional with 5+ years of experience in social media management, content marketing, and branding. Possesses a B.S. in Marketing and expertise in marketing analytics. Excellent communication skills for outreach and digital copywriting, ensuring strong brand presence.

PROFESSIONAL EXPERIENCE

TAROKO TECHNOLOGIES, San Francisco, CA

Social Media Manager, September 2013 - Present

- Successfully spearhead campaigns on social media platforms including Facebook, Twitter, and Instagram
- Manage social media planning for execution of marketing strategies and community management
- Implement marketing and promotion tactics that led to 34% growth in total social media shares and 27% increase in website traffic from social media posts
- Monitor online presence of company's brand and engaged with users, strengthening customer relationships

FLASHSTARTS, Cleveland, OH

Social Media Coordinator, June 2010 - August 2013

- Assisted the marketing team with developing and implementing social media strategies
- Maintained strong social media and brand presence across Twitter, Facebook, and Instagram platforms
- Developed online marketing campaigns, effectively increasing followers by 1,400+ and driving brand awareness
- Utilized social media analytics tools such as Crimson Hexagon to track consumer engagement and draw conclusions about user data

EDUCATION

CASE WESTERN RESERVE UNIVERSITY, Cleveland, OH

Bachelor of Science in Marketing, May 2010

- Graduated Cum Laude