

John Smith

SOCIAL MEDIA MANAGER

EMAIL

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LOCATION

London, United Kingdom

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LINKEDIN

/john-smith

PROFILE

Ambitious marketing professional with over 6+ years of experience in social media management, content marketing and branding. Holds a BA in Digital Marketing with key knowledge in social analytics. Excellent communicator and eager to improve any social strategy with a strong strategy and brand presence.

SKILLS



PROFESSIONAL EXPERIENCE

Social Media Manager at Cult Beauty

London

Sep. 2017 – Present

- Successfully spearhead all campaigns on social platforms including Facebook, Instagram and Twitter
- Implemented a marketing campaign that led to a 45% increase in website traffic and 32% in sales
- Monitor the online presence of the brand and engage with users, enhancing customer relations

Digital Marketing Assistant at Vogue

London

Sep. 2014 – Sep. 2017

- Assisted the marketing team with implementing the social media and marketing strategy
- Utilised social media tools such as Hootsuite to schedule posts and analyse the results
- Created an outreach plan to promote products via micro-influencers

EDUCATION

BSc in Digital Media & Marketing (2.1)

University of the Creative Arts, Epsom

Sep. 2011 – Jun. 2014

LANGUAGES

English

Fluent

German

Conversational