

SOCIAL MEDIA MARKETING RESUME

(310) 815-1132

rania.faheem@gmail.com

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