SOCIAL MEDIA

from Resume Genius

CONTACT

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PROFILE

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

EDUCATION

B.S. MARKETING
Case Western Reserve University, Cleveland, OH
2015

A.A. COMPUTER TECHNOLOGY
Case Western Reserve University, Cleveland, OH
2013

KEY SKILLS

Marketing Analytics

Social Media Management

Excellent Communication Skills

Google Analytics / Google AdWords

Strategic Planning

Business Development

AWARDS

EMPLOYEE OF THE MONTH
April 2017 / Taroko Technologies

CUM LAUDE / 2015 / *Case Western Reserve University*

CERTIFICATIONS

CERTIFIED DIGITAL MARKETER /
2017 / Udacity

Google AdWords Certification
2016 / Udacity

PROFESSIONAL EXPERIENCE

SOCIAL MEDIA MANAGER
Taroko Technologies, San Francisco, CA / 2016 - 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 engage with users, strengthening customer relationships

SOCIAL MEDIA COORDINATOR
Flashstarts, Cleveland, OH / 2013 - 2016

- 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