

Zoey Rittentorp

Social Media Marketing Specialist

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Conversion-oriented social media marketing manager with 3+ years experience on a fast-paced content team. Increased Facebook conversion rate by 35% with new copywriting strategy. Identified more accurate target customer base which increased retention by 15%.



Experience

2015-01 - 2018-12

● Social Media Marketing Manager

Thirst Media, New York, NY

Key Qualifications & Responsibilities

- Wrote, edited, and published content to share on all brand's company social media profiles and partner channels.
- Maintained brand innovation and kept abreast of the latest social media trends.
- Monitor brand-related mentions on all social platforms and engaged with readers' responses to articles.

Key Achievements

- Increased Facebook conversion rate by 35% with new copywriting strategy.
- Identified more accurate target customer base which increased retention by 15%.

2014-01 - 2015-01

● Content Writer

The Daily Blog of Life, New York, NY

Key Responsibilities

- Wrote, edited, and published content on blog platform.
- Researched user base to determine writing style and voice.
- Shared posts on social media platforms and email newsletter.

Key Achievements

- Increased blog traffic by 250% in one year.



Education

2007-10 - 2012-05

● BS in Marketing

Fordham University, New York, NY

Concentration: Digital and Social Media Management

Relevant Coursework: Social Media Marketing I, Social Media Marketing II, Search Engine Marketing, Digital Marketing Analytics, Email Marketing, Paid Advertising on Social Media.



Skills

● Crimson Hexagon

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Excellent

● Brand Marketing

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Excellent

● Market Research

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Advanced

● BuzzSumo

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Advanced

● Community Building

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Intermediate