

# ALEX JOHNSON

## Social Media & Marketing Manager | Content Creation | Branding | Campaign Management

+1-541-754-3010 @ help@enhancv.com linkedin.com  
San Francisco, CA

### STRENGTHS

- **Content Creation**  
Expertise in creating engaging content for various social media platforms, driving user engagement.
- **Branding**  
Skilled in establishing and maintaining brand identity across digital platforms.
- **Campaign Management**  
Proficient in planning and executing social media campaigns, ensuring maximum reach and impact.

### LANGUAGES

- EnglishNative●●●●●
- SpanishAdvanced●●●●●

### ACHIEVEMENTS

- **Campaign Success**  
Led a campaign that achieved 2M impressions within a week.
- **Content Engagement**  
Created a series of posts that became the most shared in the company's history.
- **Team Leadership**  
Successfully managed a diverse team of content creators, achieving consistent brand messaging.

### SUMMARY

With over 6 years of experience in social media marketing, I excel in content creation, branding, and campaign management. Recognized for driving engagement and executing successful campaigns, I am committed to enhancing brand visibility and user acquisition. My passion for digital trends and content creation drives my dedication to the marketing industry.

### EXPERIENCE

- Social Media & Marketing Manager

2018 - 2022

Buffer

San Francisco, CA

Managed the company's social media presence, created content, and executed marketing campaigns.

  - Increased social media engagement by 30% through targeted content creation.
  - Managed a team of 5 content creators, ensuring brand consistency.
  - Executed 10+ successful marketing campaigns, resulting in a 20% increase in user acquisition.
  - Collaborated with influencers, enhancing brand visibility and reach.

- Junior Social Media Specialist

2016 - 2018

Hootsuite

Oakland, CA

Assisted in content creation, social media management, and campaign execution.

  - Supported in the creation of monthly content calendars.
  - Engaged with users on social media, addressing queries and feedback.
  - Assisted in the execution of 5+ marketing campaigns, driving user engagement.
  - Analyzed social media metrics, providing insights for content optimization.

### EDUCATION

- Bachelor's in Digital Marketing

2012 - 2016

San Francisco State University

San Francisco, CA

### SKILLS

Content Creation · Branding · Campaign Management · Social Media Analytics · User Engagement · Influencer Collaboration · Content Calendar Planning · Team Management · Feedback Analysis · Trend Identification