

ALEX JOHNSON

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

English Native •••••

Spanish Advanced •••••

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.

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

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San Francisco, CA

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