

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	<div><b>Social Media Marketing Manager</b> <i>Thirst Media, New York, NY</i></div> <div><b>Key Qualifications &amp; Responsibilities</b><ul style="list-style-type: none"><li>Wrote, edited, and published content to share on all brand's company social media profiles and partner channels.</li><li>Maintained brand innovation and kept abreast of the latest social media trends.</li><li>Monitor brand-related mentions on all social platforms and engaged with readers' responses to articles.</li></ul></div> <div><b>Key Achievements</b><ul style="list-style-type: none"><li>Increased Facebook conversion rate by 35% with new copywriting strategy.</li><li>Identified more accurate target customer base which increased retention by 15%.</li></ul></div>
2014-01 - 2015-01	<div><b>Content Writer</b> <i>The Daily Blog of Life, New York, NY</i></div> <div><b>Key Responsibilities</b><ul style="list-style-type: none"><li>Wrote, edited, and published content on blog platform.</li><li>Researched user base to determine writing style and voice.</li><li>Shared posts on social media platforms and email newsletter.</li></ul></div> <div><b>Key Achievements</b><ul style="list-style-type: none"><li>Increased blog traffic by 250% in one year.</li></ul></div>

## Education

2007-10 - 2012-05	<div><b>BS in Marketing</b> <i>Fordham University, New York, NY</i></div> <div><b>Concentration:</b> Digital and Social Media Management</div> <div><b>Relevant Coursework:</b> Social Media Marketing I, Social Media Marketing II, Search Engine Marketing, Digital Marketing Analytics, Email Marketing, Paid Advertising on Social Media.</div>
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## Certifications

2019-01	Social Marketing Certification (Hootsuite)
2018-01	Social Media Certification (HubSpot Academy)

## Personal Info

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## Skills

Crimson Hexagon	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Excellent</div>
Brand Marketing	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Excellent</div>
Market Research	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>Advanced</div>
BuzzSumo	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>Advanced</div>
Community Building	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>Intermediate</div>
Hootsuite	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>Intermediate</div>

## Languages

Spanish (Lat. Am.)	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>Native Proficiency</div>
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