

# SOCIAL MEDIA RESUME

from RESUME GENIUS

## 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 a strong brand presence.

## EDUCATION

**2015**  
**Case Western Reserve**  
**University, Cleveland, OH**  
*B.S. Marketing*

**2013**  
**Case Western Reserve**  
**University, Cleveland, OH**  
*A.A. Computer Technology*

## KEY SKILLS



## CERTIFICATION

**Udacity, 2019**  
Certified Digital Marketer

**Udacity, 2016**  
Google AdWords Certification

## CONTACT

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## PROFESSIONAL EXPERIENCE

### 2016–Present

#### Social Media Manager

##### TAROKO Technologies, San Francisco, CA

- 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

### 2013–August 2016

#### Social Media Coordinator

##### FLASHSTARTS, Cleveland, OH

- 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

## AWARDS

**Employee of the Month**, April 2017  
Taroko Technologies

**Cum Laude**, 2015  
Case Western Reserve University