

# SOCIAL MEDIA MANAGER

Champion of social media tools and technologies, with a track record of creating and implementing successful social media programs. Keep up-to-date with constantly evolving technologies in online social networking, the blogosphere, search tools and Web 2.0, and work closely with clients to create innovative, effective campaigns.

## Partial List of Tools (full list available at [myportfolio.com](#))

- Blogger
- LinkedIn
- YouTube
- Camtasia
- WordPress
- Facebook
- Digg
- Help a Reporter Out (HARO)
- TypePad
- MySpace
- del.icio.us
- PitchEngine
- Six Apart
- Flickr
- StumbleUpon
- ReportingOn
- Live Writer
- Twitter
- Technorati
- Twellow
- Podcasting/  
Audacity
- Ning
- reddit
- Wikipedia
- Feed Blitz
- Ryze
- Google and  
related tools  
(Analytics,  
etc.)
- Bloglines
- HTML/HTML  
editors

## Experience

**XYZ ASSOCIATES**, Sometown, NY — PR firm serving small businesses in the greater NY area

### Social Media Manager, 2008 to Present

*Partner with some of the most well-known technology companies in New York City to design and execute social media strategies that meet client objectives.*

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- Develop and manage online marketing campaigns for ABC Co., DEF Co., GHI Co. and JKL Co., effectively driving brand awareness, engagement and traffic to social media pages.
- Achieve a strong, visible social media presence and develop concepts with viral potential. Continuously monitor online public relations and ensure the success of client programs.