

Lara Syomin

Social Media Manager

Personal Info

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E-mail

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LinkedIn

linkedin.com/in/larasyomin

Twitter

twitter.com/larasyomin

Facebook

facebook.com/larasyomin

Skills

strategy



planning



social campaign management



copywriting



market research



communication



collaboration



interpersonal skills



creativity



Driven social media manager with 5+ years of experience growing followings for top firms. Seeking to grow Greenfire Reach's engagements massively. At Million Eyeballs , averaged 24% increase in social shares and 30% engagement boost for clients.

Experience

2016 -

Social Media Manager

2019

Million Eyeballs Agency, Mason City, Iowa

- Managed team of 3 social media associates, increasing followers 25%, generating 12+ text, video, and image posts per day.
- Ran contests that generated 500 to 3,500 Facebook shares for clients like the University of Iowa and Casey's General Stores.
- Sourced 700+ images and wrote over 500 captions. Used Photoshop and Illustrator to develop 300+ original designs.
- Actively responded to and answered 1,000+ consumer questions. Increased 1-on-1 engagement with target market 200%.

Key Achievement:

- Directed social media campaigns that created a 24% increase in social shares and a 30% increase in overall engagement with posts.

2014 -

Social Media Manager

2016

Chargepath Stores, Mason City, Iowa

- Created and scheduled 50+ social media posts per week in Facebook, Twitter, Instagram, and other channels.
- Raised audience engagement by 30% in 6 months.
- Optimized posts by testing out content at different times.

Key Achievement:

- Ran Facebook contest generating 2,000+ shares and 8,000 comments. All 25 stores saw a 20% bump in revenue.

Education

2010 -

BS Marketing

2014

Iowa State University

- Conducted senior project that got 3,000 Facebook shares, raising \$4,500 for a local animal shelter.

Additional Activities

- Maintain 15,000+ Twitter followers and 7,000+ Instagram followers.
- Used Facebook to raise donations 22% for local animal shelter.

Certificates

2019

Social Marketing Certificate - Hootsuite

2018

Social Media Certification - Boot Camp Digital