

Zoey Rittentorp

Social Media Marketing Specialist

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

Education

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

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

Skills

Crimson Hexagon	<div></div> Excellent
Brand Marketing	<div></div> Excellent
Market Research	<div></div> Advanced