

Social Media Resume Sample

(xxx)-xxx-xxxx | youname@email.com | 123 Your Address, City, State, Zip Code

CAREER OBJECTIVE

Social Media Marketing Professional with 4+ years of experience. Committed to elevating ABC Company's digital reputation and promoting brand awareness through the role of Social Media Manager. Possess a Bachelor of Arts in Communication Studies, a MOZ SEO certification, and an Udemy social media marketing certification.

PROFESSIONAL EXPERIENCE

Perry & Blanc, Los Angeles, CA
Social Media Manager

August 2015 – Present

- Create product rollout campaigns via Facebook which generate a daily average of 200+ leads
- Redesigned outreach strategy to include a Snapchat channel and Tumblr page which expanded digital visibility and engagement by 15%
- Direct a team of 6 social media coordinators in executing daily cross-channel postings on Facebook, Twitter, Instagram, Tumblr, Snapchat, Pinterest, and Google+
- Implement an actionable content editorial calendar, increasing organization and productivity in posting, blogging, and digital promotions

Chomp Industries, Los Angeles, CA
Social Media Specialist

August 2013 – July 2015

- Launched social media strategies geared toward 18-35 year old food enthusiasts, increasing cross-channel likes, shares, mentions, and follows by 30%
- Developed and instituted hashtags which garnered, on average, 10,000 posts across multiple social media platforms
- Realigned company's online presence to reflect the brand's values and mission, decreasing negative user feedback and interaction by 12%
- Employed SEO analysis and strategies to drive positive traffic and sales

EDUCATION

Bachelor of Arts in Communication Studies, UCLA
Los Angeles, CA June 2013
Graduated Cum Laude | Blogger for *The Daily Bruin*

ADDITIONAL SKILLS

- Extensive knowledge of SEO and marketing techniques: Google Analytics & SEMrush
- Thorough understanding of social media platforms and trends: Facebook, Instagram, Twitter, Snapchat, Google+, Tumblr, LinkedIn, Pinterest, Periscope
- Proficient in social media analytics tools: IBM Watson & Twtrland
- Skilled in all Microsoft Office systems: Word, Publisher, Excel, PowerPoint, Outlook
- Expert in social media management apps and software: Hootsuite, HubSpot, Zoho Social