

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

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.