

SOCIAL MEDIA RESUME

from RESUME GENIUS

PROFILE

Marketing professional with 5+ years of experience in social media management, content marketing, and branding. Possess a B.S. in Marketing with an expertise in marketing analytics. Excellent communication skills for outreach and digital copywriting, ensuring a strong brand presence.

EDUCATION

2015
Case Western Reserve
University, Cleveland, OH
B.S. Marketing

2013
Case Western Reserve
University, Cleveland, OH
A.A. Computer Technology

KEY SKILLS



CERTIFICATION

Udacity, 2019
Certified Digital Marketer

Udacity, 2016
Google AdWords Certification

CONTACT

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PROFESSIONAL EXPERIENCE

2016–Present

Social Media Manager

TAROKO Technologies, San Francisco, CA

- Successfully spearhead campaigns on social media platforms including Facebook, Twitter, and Instagram
- Manage social media planning for execution of marketing strategies and community management
- Implement marketing and promotion tactics that led to 34% growth in total social media shares and 27% increase in website traffic from social media posts
- Monitor online presence of company's brand and engage with users, strengthening customer relationships

2013–August 2016

Social Media Coordinator

FLASHSTARTS, Cleveland, OH

- Assisted the marketing team with developing and implementing social media strategies
- Maintained strong social media and brand presence across Twitter, Facebook, and Instagram platforms
- Developed online marketing campaigns, effectively increasing followers by 1,400+ and driving brand awareness
- Utilized social media analytics tools, such as Crimson Hexagon, to track consumer engagement and draw conclusions about user data

AWARDS

Employee of the Month, April 2017
Taroko Technologies

Cum Laude, 2015
Case Western Reserve University