

GARRETT STEELE

SOCIAL MEDIA MANAGER

CONTACT

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Columbus, OH 
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EDUCATION

B.S.
Marketing
Franklin University
August 2017 - May 2021
Columbus, OH
GPA: 3.7

Relevant courses
Intro to Marketing
Marketing Research
Consumer Behavior
Sales Force Management
Electronic Commerce
Advertising and Sales Promotion
Principles of Selling

SKILLS

Instagram, Twitter,
Facebook, Pinterest,
YouTube, TikTok
Sprout Social, Hootsuite
Google Analytics, Google Docs, Google Sheets
Photoshop
SEO
Paid social media advertising

WORK EXPERIENCE

Social Media Marketing Intern

Worthington Industries
May 2021 - current / Columbus, OH

- Worked closely with the Creative Director of Marketing to increase following on Twitter and Instagram from 100K to 210K followers
- Regularly engaged with community on social media to increase awareness of new manufacturing projects and answer inbound questions via direct messages
- Managed a monthly budget of \$7K for paid Facebook posts which generated \$19K worth of business
- Streamlined reporting of social media KPIs for each channel, including engagement, followers, leads, and ROI

Sales Associate

Morris Furniture
December 2017 - April 2021 / Columbus, OH

- Welcomed 50+ customers into the store per shift, guiding them through showroom to help them find desired furniture
- Developed a thorough knowledge of furniture lines and products, and offered recommendations and assistance to customers
- Loaded furniture into delivery vehicles or into customers' vehicles, and secured small parts and tools required for assembly
- Organized stockroom and inventory, and established a checklist that decreased ordering errors by 82%

PROJECTS

College Meme Twitter

- Created a Twitter account that posted memes relevant to upperclassmen in college that grew organically to 25K followers
- Earned a feature in the university student newspaper and local newspaper, and received inbound interest for paid posts from relevant advertisers
- Tested which time of day maximized engagement with posts to increase the engagement rate by 42% over time
- Mentored an underclassman to seamlessly take on the role after my graduation, resulting in another 5K followers