

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