

Barbara Ann Jones

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SOCIAL MEDIA MANAGER

Champion of social media tools and technologies, with a track record of creating and implementing successful social media campaigns. Work closely with clients to develop and execute a proactive, social content calendar, managing all phases digital marketing initiatives from concept through delivery and optimization.

Partial List of Tools (full list available at myportfolio.com)

- Social media channels: Facebook, Twitter, Instagram, Google+, Pinterest, Snapchat, Periscope, YouTube, Vimeo, LinkedIn, Tumblr
- Platforms, tools and analytics: Sprinklr, Salesforce Radian6, SocialComph, Hootsuite, WordPress, LinkedIn Publishing, Live Writer, Bitly, Google Analytics, Clicky, Mint, Kissmetrics
- Software: Camtasia, Audacity, Photoshop, Illustrator, MS Office Suite
- PR/reporting tools: PRWeb, Help a Reporter Out (HARO), PitchEngine

Experience

XYZ ASSOCIATES, Sometown, NY • PR firm serving businesses in the greater NY area

Social Media Manager, 2014 to Present

Partner with NYC-based businesses to design and execute social media strategies. Push each brand's boundaries to effectively leverage social media and digital networks.

- Develop and manage online marketing campaigns for diverse industry clients, driving brand awareness, engagement and traffic. Examples:
 - ABC Co: Launched ShareAStray campaign, generating 250,000 Twitter mentions.
 - DEF Co: Created MyTime campaign and associated hashtag that garnered 10,000 posts across all social networks.
 - GHI Co: implemented SaveTheShow campaign following cancellation of XYZ Show, sparking major fan support on social media and leading to the show's season 3 renewal.
 - JKL Co: Introduced Snapchat channel, contributing to company's goal of appealing to younger demographic. Gained 150,000 followers within three months.
 - MNO Co: Led cross-channel marketing strategy using Facebook, Twitter, Snapchat and radio spots to create excitement for product launch; exceeded sales projections by 26%.

ACTION GROUP, Sometown, NY • Full-service ad agency

Senior Account Executive / Junior Account Executive, 2010 to 2014

Promoted to senior AE role, overseeing licensee management for Top Broadcasting Co. Drove a 100% increase in revenue within 3 years, resulting in annual sales of \$80M.

Education

ABC UNIVERSITY, Sometown, NY

Bachelor of Arts in Marketing, Minor in Communication Studies