

MIRA KARLSSON

SOCIAL MEDIA MARKETING SPECIALIST

CONTACT

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www.example.com

PROFILE

Social Media Marketing Specialist, utilizing my 5+ years of experience in creating and executing successful social media campaigns, developing engaging content, analyzing and reporting on campaign performance, and staying up to date with the latest trends and best practices in social media marketing. My goal is to increase brand awareness, engagement, and conversion rates while delivering exceptional results and exceeding goals for the company.

SKILLS

Platform expertise
Content creation
Analytics
Communication
Creativity
Strategic thinking

EXPERIENCE

Social Media Marketing Specialist

2020-2022

Developed and executed successful social media campaigns across multiple platforms to increase brand awareness and drive traffic to the company's website. Managed and grew the company's social media accounts by creating engaging content, monitoring analytics, and implementing social media best practices. Collaborated with cross-functional teams to develop and execute integrated marketing campaigns that leveraged social media to meet business objectives.

EDUCATION

Bellows College

2012-2016

BA in Communications

East Beringer Community
College

2008-2012

AA in Communications

Digital Marketing Manager

2018-2020

Led the development and implementation of the company's digital marketing strategy, including social media marketing, email marketing, and paid advertising. Analyzed and reported on the performance of digital marketing campaigns, using data-driven insights to optimize and improve campaign effectiveness.

Content Marketing Specialist

2016-2018

Developed and executed content marketing strategies that leveraged social media to drive traffic, engagement, and conversions. Produced high-quality, engaging content for social media, email marketing, and the company's blog.