

ETHAN CARTER

Social Media Manager

Email: ethan.carter@email.com | Phone: (555) 012-3456

PROFESSIONAL PROFILE

Social Media Manager with 4 years of experience in social strategy, content creation, and community management. Proven track record of growing online presence.

SOCIAL MEDIA SKILLS

- Platform Expertise: Instagram, Facebook, Twitter, LinkedIn, TikTok
- Content Creation: Video, Graphics, Copywriting, Storytelling
- Analytics: Social Media Metrics, ROI Tracking, Performance Reporting
- Strategy: Campaign Planning, Audience Growth, Brand Building

PROFESSIONAL EXPERIENCE

Social Media Manager | Fashion Brand | 2020 - Present

- Grew Instagram following from 50K to 500K in 18 months
- Developed viral campaigns generating 10M+ impressions
- Managed social media advertising budget of \$100K+
- Increased engagement rate from 2% to 8%

Social Media Coordinator | Marketing Agency | 2018 - 2020

- Managed social media for multiple client accounts
- Created content calendars and posting schedules
- Analyzed performance metrics and optimized strategies

EDUCATION & ACHIEVEMENTS

Bachelor of Marketing | Business School | 2014 - 2018

Social Media Marketing Certification

Award: Best Social Media Campaign 2022