

Terri Anderson

Creative growth manager in the SaaS domain, delivering user base growth of up to 35% YoY and churn reduction of 20%. Specializes in growth hacking, social media user acquisition, and PR.

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Key Skills

Social Media Marketing | Paid Media | Influencer Outreach | Digital PR | Community Management

Work Experience

SaaS Subscription Company, *Superstition, Arizona*

Growth Manager (Nov. 2017 – Present)

- Worked with the data science team to gather and analyze customer sentiment around products in our niche and develop targeted social media campaigns.
- Secured 15 endorsements from industry thought leaders, resulting in reviews on blogs with 100K+ monthly audience.
- Cultivated and established relationships with journalists, resulting in product reviews on Forbes, Fast Company and Inc Magazine.
- Increased the total user base by 35% within one year.

Food Mobile App, *Phoenix, Arizona*

Social Media Marketing Manager (July 2015 – October 2017)

- Developed a communication strategy for the company's Twitter, Facebook and Instagram accounts.
- Created a regular publishing schedule, maintained high engagement with users. Follower account growth on Twitter +5,000 followers in 1 year; on Instagram +13,000 followers in 1 year.
- Managed the collaborated with industry influencers on seasonal marketing campaigns. Reported on budgets and key KPIs.

Professional Certificates and Training

Certifications:

HubSpot Social Media Certification 2016-2019

Google Analytics Certification

Facebook Ad Certification

Courses:

Content Strategy for Professionals: Engaging Audiences completed in December 2017 at coursera.org. Offered by Northwestern University.

Influencer Marketing Strategy completed in April 2018 at coursera.org. Offered by Rutgers, the State University of New Jersey.

Viral Marketing and How to Craft Contagious Content completed in June 2018 at coursera.org. Offered by Wharton School of Business.