

HANNAH ELMORE

SOCIAL MEDIA MANAGER

WORK EXPERIENCE

SOCIAL MEDIA PRODUCER

Stratega Branding, a global firm that specializes in online advertising content for clients across various industries
March 2022 to August 2025
(3 years, 5 months)

- Increased impressions and clicks on companies' social media accounts by 70% year over year after managing them in less than 10 months
- Boosted social media following by 100% month over month by creating a more regular posting schedule for content
- Increased our client base by 5% by establishing partnerships with content creators and influencers on prominent social media sites

SOCIAL MEDIA PRODUCER

Studio Rallia
November 2020 to January 2022
(1 year, 2 months)

- Achieved online quarterly sales growth of 50% after spearheading a viral campaign for one of the company's new products
- Increased the following of the company's social media platforms by 300% year over year by developing a solid social media strategy
- Helped maintain a 100% customer satisfaction rating by responding to questions promptly on social media accounts

EDUCATION

BACHELOR OF ARTS, MAJOR IN COMMUNICATION
University of Roseton, 2020

- GPA 3.9
- Best Thesis

CONTACT

LinkedIn Profile:
[linkedin.com/in/name](https://www.linkedin.com/in/name)

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PROFESSIONAL SKILLS

- Search Engine Optimization
- Digital Marketing
- Social Media Strategy
- Web Content Development
- Copywriting
- Layout Design
- Photo Editing

AWARDS

MOST OUTSTANDING MEDIA PRODUCER
Studio Rallia, 2021

BEST INTERN
Goulcrest Media, 2019

RESOURCE PAGE

SOME TIPS FOR CREATING AN EFFECTIVE CV

- 01 Adding your photo to a CV is optional.** Photos help recruiters remember you, but there is a risk of unconscious bias.
- 02 Adding volunteer work and other interests is optional.** Information under this section may seem irrelevant but it can build rapport with recruiters.
- 03 Do not crowd your CV.** Feel free to use a second page, which usually features your educational background and other achievements and awards.
- 04 Make sure the CV's design aesthetic matches the job you are applying for.** For creative roles, you may prefer CVs with a touch of color. For more corporate roles, go for a more simple design.
- 05 You want your CV to have a link to your LinkedIn account and your portfolio site** so recruiters can immediately see what you've accomplished.
- 06 Having a list of references is no longer required in CVs.** The same goes for a summary or objective section.
- 07 Add the logo of the companies you have worked in.** Link their website or LinkedIn profiles too. Write a short description of what the company does if they are not well known.
- 08 Remember to add how long you have stayed** in a particular role. Write out the years and months. Example: Jan 2020 to June 2022 (2 years and 5 months).
- 09 When writing out your achievements and responsibilities for a job, it is ideal to follow this format: "I have achieved X by doing Y with a result of Z." Quantitative information is highly preferred.**
- 10 Only list skills you are confident in and are relevant to the job.** You may also list specific software or tools that are important to the role.

What recruiters usually look for in a CV (in order of importance):

1. Experience
2. Role or Title
3. Company's Credibility
4. Results, Responsibilities, Achievements
5. Portfolio
6. Contact Information
7. Skills & Relevant Software
8. Educational Background
9. Volunteering and Other Interests

IMPORTANT: Download your CV as a PDF. Do not use docx, png, or jpg since an applicant tracking system may not be able to properly display the file or scan the text.