

# PROFESSIONAL RESUME

## CONTACT INFORMATION

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## PROFESSIONAL SUMMARY

Dedicated Social Media Manager with 10 years of experience developing and implementing innovative social media strategies across multiple platforms. Proven track record of increasing brand visibility, engagement, and conversion rates through targeted content creation and community management. M.Tech graduate with expertise in analytics-driven marketing decisions and paid social media campaigns. Seeking to leverage my extensive experience and technical background to drive Icahn Enterprises' social media presence and digital marketing initiatives.

## CORE SKILLS

- **Social Media Management:** Expert in Facebook, Twitter, Instagram, LinkedIn, TikTok, and emerging platforms
- **Content Creation:** Skilled in developing engaging multi-format content (video, graphics, copy) tailored to each platform
- **Analytics & Reporting:** Proficient in social media analytics tools, data interpretation, and ROI measurement
- **Campaign Management:** Experienced in planning and executing paid social media campaigns with proven ROI
- **Community Building:** Specialist in fostering authentic engagement and building loyal online communities
- **Marketing Technology:** Advanced user of Hootsuite, Buffer, Sprout Social, Canva, Adobe Creative Suite

## PROFESSIONAL EXPERIENCE

### **Senior Social Media Manager**

Global Financial Services Group | London, UK

June 2019 - Present (6 years)

- Led comprehensive social media strategy across 5 platforms, increasing follower growth by 127% over 3 years
- Developed and executed content calendars aligned with marketing campaigns, resulting in 45% higher engagement rates
- Managed £75,000 annual social advertising budget, achieving 3.2x ROI through targeted campaigns
- Implemented analytics framework to measure performance and guide strategic decisions, improving conversion rates by 38%
- Supervised a team of 3 content creators and community managers, ensuring consistent brand voice and timely responses
- Collaborated with compliance and legal teams to ensure all content met financial industry regulations

### **Digital Marketing Specialist**

Tech Solutions International | Manchester, UK

March 2015 - May 2019 (4 years)

- Revitalized social media presence across platforms, increasing audience reach by 185% in first year
- Created and curated multimedia content that increased engagement by 62% and website traffic by 41%
- Established social media crisis management protocols and successfully navigated two potential PR issues
- Implemented social listening tools to identify industry trends and competitor strategies
- Collaborated with product teams to showcase technical innovations through accessible, engaging content
- Produced monthly performance reports with actionable insights for executive leadership

### **Social Media Coordinator**

Marketing Innovations Ltd | Edinburgh, UK

January 2013 - February 2015 (2 years)

- Managed day-to-day operations of social media accounts for 8 client businesses across diverse industries
- Created and scheduled content using Hootsuite, maintaining consistent posting schedules
- Increased client engagement rates by an average of 37% through targeted content strategies
- Monitored social media trends and adapted strategies accordingly

- Conducted competitive analysis to identify opportunities for differentiation

## EDUCATION

### **M.Tech in Digital Marketing and Communications**

University of Manchester | Manchester, UK

2011 - 2013

- Thesis: "The Impact of Social Media Analytics on Marketing ROI in Financial Services"
- Relevant coursework: Advanced Digital Marketing, Data Analytics, Consumer Behavior, Brand Management

### **B.Sc in Business Administration, Marketing concentration**

University of Edinburgh | Edinburgh, UK

2007 - 2011

- First Class Honours
- Student Marketing Association President

## CERTIFICATIONS

- Meta Certified Digital Marketing Associate (2023)
- Google Analytics Individual Qualification (Current)
- Hootsuite Social Marketing Certification (Current)
- HubSpot Content Marketing Certification (Current)
- Twitter Flight School (2022)

## ACHIEVEMENTS

- Increased client social media ROI by 230% at Tech Solutions International, earning company-wide recognition
- Led campaign that won "Best Financial Services Social Media Initiative" at UK Digital Marketing Awards 2022
- Published case study in Social Media Today on financial industry community engagement strategies
- Reduced customer service response time from 8 hours to under 30 minutes through social media integration
- Speaker at Social Media Marketing World 2023 on "Analytics-Driven Social Strategies in Regulated Industries"