

James Davis  
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SOCIAL MEDIA CONTENT CREATOR

Summary  
Communications expert who specializes in social media marketing. Extensive background in Customer Service,public relation, and social media internships.0  
utstanding team player, creative thinker, hardworking, self-motivated, and driven to succeed with excellent problem-solving skills.Â  
Highlights  
Â Final Cut Pro  
adept at all social media  
Media relations training  
Exceptional writing skills  
Deadline-driven  
Media relations training  
Microsoft Office Suite  
Accomplishments  
Developed and implemented an innovative internal communications strategy to improve employee engagement through strategic messaging on numerous social media accounts . As well as orchestrated fashion show and vendor booth for Â girls conference that increased 50% in sale profit .Â  
Experience  
Social Media Content Creator  
04/2016  
i¼  
Current  
Company Name  
City

,  
State  
Key contributor to an on-line fashion brand that provide creativity and relevant content for developing media campaigns to promote product and reach high level client base.  
Liaison for social media representatives to solicit their support in promoting merchandise ensuring brand recognition.  
Public Relations representative responsible for putting on community outreach event targeted to young women as well  
Assists in coordination and promotion of special events.  
Junior  
Publicist  
10/2015  
i¼  
01/2016  
Company Name  
City

,  
State  
Primary assistant in preparing press kits and media release that designed and maintained current media publicity for clients such as (Facebook, Twitter, Instagram, Tumblr, Pinterest).  
Develops pitches for different clients as well brainstorm different campaign ideas.  
Public Relation member  
01/2015  
i¼  
05/2015  
Company Name  
City  
,  
State  
Assisted with broaden the company to new clients, assembled social media calendar, manage social media accounts by creating exciting content.

Track market trends to make sure the company maintained its competitive advantage.  
Found innovative ideas to attract new clients and  
Initiated several marketing strategies and techniques to increased revenue.  
Intern/Student Worker  
03/2012  
i¼  
05/2015  
Company Name  
Provided program assistance and connect with listeners and promote contests.  
Represented the station in a positive, lively manner.  
Increased membership with a delivery of a well-executed membership campaign.

Education  
BA  
:  
Prairie View A&M University  
Mass Communication  
City

,  
State  
Mass Communication  
Skills

À competitive, content, creativity, client, clients, customer service, Data Entry, delivery,  
special events, fashion, features, À marketing plans,  
marketing strategies, market trends, marketing, Microsoft Office, Windows, press kits,  
promotion, Public Relations, publicity, visual merchandising