

C I A R O D R I G U E Z

SOCIAL MEDIA MANAGER

I am a results-oriented social media manager seeking a full- time position where I can apply my knowledge and skills for

professional growth.

* SEO and Google Analytics
* Social media strategy
* Digital marketing
* Web content development
* Copywriting
* Blogging
* Project management

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C O N N E C T W I T H M E !

C O R E S K I L L S

C A R E E R O B J E C T I V E

# W O R K E X P E R I E N C E

## SOCIAL MEDIA MANAGER

### McDowell Digital Media | Feb. 2013 to present

* Developed a social media strategy to increase unique visits to the company website
* Spearheaded a viral campaign for a client's product launch

**SOCIAL MEDIA SPECIALIST**

**BAKS Media Group | Apr. 2012 to Jan. 2013**

* Managed client social media accounts
* Created social media posts following a content calendar schedule
* Increased page likes and engagement by up to 30%

S C H O O L S A T T E N D E D

**QUARKWOOD COLLEGE**

**Social Media Marketing Certificate**

* Years Attended: 2015 to 2016
* Widened skill set by learning about SEO, paid search, web analytics, WordPress blogging, web design, and community management

**MCDOWELL UNIVERSITY**

**Bachelor of Arts in Mass Communication**

* Years Attended: 2009 to 2013
* Graduated magna cum laude with GPA of 3.9
* News Editor, The McDowell Mirror, student publication of McDowell University

A W A R D S & C I T A T I O N S

* Best Product Launch Campaign

National Digital Marketing Circle Awards 2014 Algies Bay, Rodney

* Achiever for Q4 2012

BAKS Media Group Employee Awards,