



KATELYN JOHNSON

SOCIAL MEDIA MANAGER

PROFESSIONAL SKILLS

SEO and Google Analytics
Social media strategy
Marketing
Web content development
Copywriting
Corporate blogging
Project management
Layout design
Photo editing
Market research

PERSONAL SKILLS

Creative spirit
Reliable and professional
Organized
Time management
Team player
Fast learner
Motivated

CONTACT

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SOCIAL

fb.me/nataliedawson

@nataliedawson

@natalietweets

ABOUT

I am an experienced social media manager seeking a full-time position in the field of social media and marketing communications, where I can apply my knowledge and skills for continuous improvement.

WORK EXPERIENCE

SOCIAL MEDIA PRODUCER

Red Media Company | Feb 2013 - Dec 2014

- Managed social media accounts
- Created social media graphics for daily postings
- Increased social media following and clicks by 200%

COMMUNICATIONS INTERN

Rich Media Interactive | Apr 2012 - Jan 2013

- Developed a social media strategy to increase the following of the company website
- Spearheaded a viral campaign for one of the company's new products

EDUCATION

BACHELOR OF ARTS, MAJOR IN COMMUNICATION

University of Dundee | 2009 - 2013
GPA 3.9

AWARDS

MOST OUTSTANDING MEDIA PRODUCER

Red Media Company | Dec 2014

BEST INTERN

Rich Media Interactive, Jan 2013