



# 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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E: hello@nataliedawson.com  
W: www.nataliedawson.com

### 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