

# SKYLER THOMPSON

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A Social Media Marketing Expert with seven years of experience defining digital strategies and brand messaging for clients across a variety of industries. A proven track record of successfully growing audiences by up to 300%, Adept at interfacing with users and building online communities to enhance engagement.

## EDUCATION

### BACHELOR OF ARTS (B.A.) MARKETING

Boston College, Boston, MA  
September 2012 - June 2016

## KEY SKILLS

- Social Media Strategy
- Digital Marketing
- Community Management
- Brand Messaging
- Editorial Calendars

## CERTIFICATIONS

- ◆ Meta Social Media Marketing Professional Certificate, Coursera, 2019
- ◆ Content Marketing Certification, HubSpot Academy, 2017
- ◆ Social Media Marketing Certification, HubSpot Academy, 2016

## PROFESSIONAL EXPERIENCE

### SOCIAL MEDIA MANAGER

New England Social, Boston, MA  
July 2019 - Present

- Lead webinars For clients to provide insights and strategies for using social media to support marketing initiatives, resulting in a 92% client retention rate
- Increase Instagram followers by 400% and Facebook followers by 250% in less than six months for a major client account valued at \$800K
- Coordinate with internal marketing teams and client stakeholders to support growth initiatives and global marketing efforts for enterprise companies
- Wrote two case studies on social media that were published in industry publications

### SOCIAL MEDIA SPECIALIST

Rayne Marketing Consultants,  
Boston, MA  
June 2016 - July 2019

- Tracked clients' social metrics daily and provided recommendations to improve user engagement and grow audiences, resulting in a 50%-100% increase on average
- Produced effective and engaging content for a variety of client brands, including nonprofits, medium-sized businesses, healthcare organizations, and Fortune 100 companies
- ◆ Designed, managed, and executed sponsored Facebook and Instagram ad campaigns for 15+ clients concurrently and performed A/B testing to optimize messaging