

## Professional Experience

### Director of Social Media

Ballard Funding Inc., Seattle, WA | March 2016 - Present

- Oversee all aspects of social media strategy for a \$50M personal loan company, develop and execute high-impact digital marketing campaigns, and grow followership by 500% across all social media platforms, contributing to a 5% increase in annual revenue
- Collaborate with marketing, sales, and advertising teams to enhance brand messaging and ensure alignment with target audiences and demographics
- Improve social media customer engagement with compelling content and strategic use of Sprout Social, resulting in a 120% increase in engagement
- Determine RO I for social media and present data results to the marketing department and executive team

### Social Media Manager

Cadence Technologies, Seattle, WA | June 2013 - March 2016

- Developed innovative digital marketing strategies for a technology start-up with over \$10M in venture capital funding, coordinated with senior leadership to establish brand identity, and executed a variety of digital media campaigns
- Grew followership across LinkedIn and Facebook by 300% and developed style guidelines for the marketing department to ensure consistency of brand messaging

## Education

### Bachelor of Arts (B.A.) Marketing

University of Washington, Seattle, WA | September 2009 - June 2013

## Certifications

- ♦ Professional Certified Marketer (PCM)® in Digital Marketing, AMA, 2016
- Content Marketing Certification, HubSpot Academy, 2014
- Social Media Marketing Certification, HubSpot Academy, 2013

# Raheem Richardson

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Seattle, WA

A results-oriented marketing leader with over ten years of experience building successful social media accounts for a wide range of businesses and corporations. A proven track record of managing in-house social media teams to increase user engagement and raise brand awareness. Adept at defining public relations and crisis communication strategies to repair brand image and mend relationships with customers.

## Key Skills

- Crisis Management
- Social Media Marketing
- Cross-functional Leadership
- Google Analytics
- \* Sprout Social