

ANTHONY GENTILE

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EDUCATION

Bachelor of Science (B.S.) Marketing

University of Michigan,
Ann Arbor, MI
September 2013 - June 2017

KEY SKILLS

- Content Marketing
- Digital Marketing
- Google Analytics
- Hootsuite
- Social Media Marketing

CERTIFICATIONS

- ◆ HubSpot Content Marketing Certification, HubSpot Academy, 2020
- ◆ HubSpot Inbound Marketing Certification, HubSpot Academy, 2018

A Social Media Manager with six years of experience executing dynamic marketing campaigns across a variety of platforms, including Facebook, Twitter, Instagram, Snapchat, and Pinterest. A proven track record of refining content strategy and incorporating videos, photos, and media to enhance campaign performance.

PROFESSIONAL EXPERIENCE

Social Media Manager

Excelsior Technologies, Detroit, MI | March 2019 - Present

- Manage all marketing activities for an enterprise company valued at \$20M, including social media, content creation, SEO, and SEM
- ◆ Create content for blog posts and social media campaigns to support marketing objectives for new technology products, contributing to a 30% increase in annual sales
- Manage Facebook and Twitter accounts, increase followers from 300K to 4M over a three-year span, and grow an Instagram account to over 500K followers within one year

Social Media Coordinator

Self-Employed, Detroit, MI | June 2017 - March 2019

- Led weekly meetings with the marketing team to discuss campaign performance, identify solutions to pain points, and develop new strategies to increase user engagement
- Developed innovative social media strategy to align content with target audiences, resulting in a 150% increase in engagement across Facebook, LinkedIn, and Twitter