

Social Media Manager

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Objective

To represent your product line in the retail grocery industry that ensures brand awareness, product placement and profitability for long-term success.

Skills

Microsoft Office, Korean Language, Facebook, Twitter, Tumblr, Instagram.

Work Experience

Social Media Manager

ABC Corporation - March 2012 - August 2012

- Developed online events and boosted attendance by 50 percent.
- Created a web presence and increased traffic to Chefs Press website.
- Stayed current in trends and applications in social media.
- Engage in dialogues with target audiences and be an advocate for company.
- Monitor effectiveness of social media efforts to maximize results.
- Work with customers to achieve company objectives in the social space.
- Monitor brand reputation in social media and react to negative feedback.

Social Media Manager

ABC Corporation - 2007 - 2012

- Trained and managed Content Coordinators.
- Reviewed posts/comments to ensure quality of EYBO brand.
- Ensured strategy for each client is followed through.
- Coordinated original content for blogs, webinars, and social media posts.
- Assigned company pages to Content Coordinators.
- Coordinated creation of print and social media marketing materials.
- Market research to improve strategy and product for clients..

Education

BS in Communication Studies, Entrepreneurship - 2007(University of North Carolina at Greensboro - Greensboro, NC)