**FIRST LAST NAME**

**Senior Social Media Manager**

New York City, NY 10000 • first.last@resumeworded.com • + 1 (212) 123-4567

**PROFESSIONAL EXPERIENCE**

**RESUME WORDED San Francisco, CA and New York, NY**

**Senior Social Media Manager 2019-Present**

**Search Engine Optimization (SEO) Associate 2013-2017**

* Managed mixed teams of independent contractors and full-time employees dedicated to SEO marketing, data management and content strategy; improved employee retention by 87%
* Maintained a 90%+ rating on customer satisfaction surveys from consumers across social media platforms
* Developed and implemented a multi-channel marketing plan for existing product and new product launches; increased annual consumer memberships by 68%

*Selected Project Experience*

* Search Engine Optimization Leadership
* Grew online sales by 47% through optimization of annual marketing budget allocation and investment into SEO team (2016)
* Invited by different seminars within and outside the university to discuss SEO; attended by a total of 600+ SEO professionals, market analyst, and senior managers
* Liaised with influencers and key bloggers to extend public relations initiatives; yielding 22% ROI improvements
* Launch of New AI Product
* Integrated the developed email campaigns to the new system with the company's 900+ email list; increased open rates by 10%
* Managed user engagement analytics strategy, responding to information requests into how users interact with our new system app; gained 38.6% increased shares on social media through focus on viral content
* Launched Resume Worded’s first Social Media Engagement Center which generated over 2000 new followers, advertisers, and readers in its first week

**GROWTHSI New York, NY**

**Public Relations Specialists 2012-2013**

* Coordinated Real Estate Conference for 272 agents, brokers, and appraisers; acquired 10 high-performing brokers and increased $21,800 in monthly revenue through buyers’ involvement
* Acted as a liaison between high profile investors; decreased drop-off rate by 30%
* Enhanced implementing writing standards for the web; reduced 46% of complaints received by the server
* Introduced cutting-edge marketing strategies since April 2012 which boosted the brand recognition and online traffic counts by 64%

**EDUCATION**

**GROWTHSI Eastbourne, England**

**Master of Science in Marketing; Major in International Management 2017-2019**

* Awards: Recipient of International Research Scholarship at the University of Brighton

**RESUME WORDED UNIVERSITY New York, NY**

**Bachelor of Arts in Integrated Marketing Communications with Honors 2007-2011**

**ADDITIONAL INFORMATION**

* Technical Skills: PE INTERNATIONAL SoFi software, Sage ACT!, Scrum, Yardi, IBM Digital Analytics, BrightEdge, Cascading Style Sheets CSS, Oracle DBMS, Microsoft Visio, Conductor Searchlight
* Certifications: Digital Marketing Certification from SEMrush Academy (2011), Search Engine Optimization Certificate (2014) from Yoast Academy
* Awards: Best Local Search Marketing Initiative — SEO in Search Engine Land Awards (2016), Finalist in Excellence Award Winners for 2019 UpCity Awards