

JANE PROFESSIONAL

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SUMMARY

A dedicated and motivated paid channel campaign manager, with three years' experience in both paid and organic channel optimization. With both content and paid marketing a vital part in a company's go-to-market strategy, my experience in both spaces makes me the most suited candidate in your product marketing endeavours.

EXPERIENCE

SOCIAL MEDIA MARKETING, ACME INC.

May 2020 -Present

- Lifted LinkedIn's audience impressions from 16,000 in Q2 of 2021 to 24,000 in Q2 of 2022.
- A/B testing landing pages for customer acquisition on Hubspot, iterated on the landing pages and contributed to a 30% jump in return on advertising spend for the fourth quarter.
- Maintained video content posts at 4 per week across social media channels which improvement overall engagement by 20% in the financial year of 2021.
- Increased response rate to Facebook comments from 40% to 60% between Q1 2022 and Q3 2022.

SOCIAL CONTENT SPECIALIST, ABC ASSOCIATES

February 2019 – March 2020

- Created a blog process dashboard in Q3 2019, which reduced collaboration bottlenecks by 50%.
- Lifted Twitter mentions and replies from 2,000 to 4,500 in Q2 of 2019, boosting the company's brand awareness hosting 5 leadership blog interviews every month.

SKILLS

Google Suite

- Better insight into the paid marketing efforts.

Hotjar

- Visualization of user activity on our website beyond numbers.

EDUCATION

Bachelor of Arts, MSOMO UNIVERSITY

2014 - 2018