

# ELLA GREEN

Lead Social Media Account Manager | Team Leadership | Digital Marketing

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## Summary

With 10 years of experience in social media management and digital marketing, I excel in leading teams to drive measurable results. Proficient in social media strategy, analytics tools, and SEO, my most notable career achievement includes increasing brand engagement by 35% through innovative content strategies.

## Skills

Social Media Management • Digital Marketing • SEO • Content Strategy • Analytics Tools • Team Leadership • Influencer Outreach • Web Design • Content Creation • CRO

## Experience

### Netflix

Los Angeles, CA

#### Senior Social Media Manager

06/2019 - Present

- Led a team of eight to develop social media campaigns that boosted audience engagement by 35% within a year.
- Implemented a cross-platform content strategy that increased followers by 50,000 in six months.
- Managed influencer partnerships resulting in a 25% increase in online mentions and brand reach.
- Pioneered user engagement initiatives leading to a 40% rise in recommended content sharing.
- Developed an analytics-driven social media calendar, which optimized posting schedules and increased reach by 20%.
- Streamlined content approval processes, cutting review time by 30%, enhancing the team's efficiency.

### Warner Bros. Entertainment

Burbank, CA

#### Social Media Strategist

08/2015 - 05/2019

- Crafted social media strategies for blockbuster releases, increasing user engagement by 45% for major campaigns.
- Executed data-driven marketing plans that resulted in a 50% increase in fan base across key demographics.
- Coordinated social media content creation, leading to a 60% improvement in content performance metrics.
- Spearheaded the initiative for real-time user interaction, enhancing brand reputation and fostering loyal communities.
- Introduced social media audit processes, improving campaign effectiveness and reducing unnecessary costs by 20%.

### Universal Pictures

Universal City, CA

#### Social Media Specialist

03/2013 - 07/2015

- Implemented SEO strategies to enhance content visibility, resulting in a 25% increase in organic traffic.
- Designed digital content layouts and executed marketing campaigns, growing initial engagement rates by 30%.
- Developed multimedia elements for social platforms, enhancing audience interactions and increasing shares by 20%.
- Optimized content strategies through social media tools, resulting in a higher click-through rate of 15%.

## Education

### University of California, Los Angeles

Los Angeles, CA

#### Master of Business Administration (MBA)

01/2010 - 01/2012




### University of Southern California

Los Angeles, CA

#### Bachelor of Arts in Marketing

01/2006 - 01/2010

## Key Achievements

- **Increased Brand Engagement**  
Achieved a 35% increase in brand engagement by revamping social media content strategies and enhancing user interaction.
- **Boosted Follower Base**  
Successfully expanded the social media follower base by 50,000 within six months through targeted campaigns and initiatives.
- **Enhanced Content Performance**  
Implemented a data-driven social media calendar that led to a 20% increase in content performance metrics.

## Interests



### Digital Media Innovation

Focused on exploring innovative solutions in digital media platforms to enhance user engagement and brand visibility.



### Film Promotion

Passionate about promoting film releases through unique and engaging social media campaigns.



### Data Analysis

Interested in leveraging data analytics to drive insights and improvements in marketing strategies.

## Languages

English Native ●●●●●

Spanish Advanced ●●●●●

## Courses

Advanced Social Media Strategy — Certificate completed through the Northwestern University, focusing on advanced strategic planning in social media platforms.

Data-Driven Marketing — Course completed through Coursera, focusing on applying data analytics to enhance marketing strategies.