

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.
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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.