

JANE SMITH

SOCIAL MEDIA MARKETER

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SUMMARY STATEMENT

As a highly experienced social media marketer, I have a proven track record of driving successful online marketing campaigns for businesses across a diverse range of industries. I am passionate about social media marketing because it allows me to use my creativity to create campaigns and then see the direct results of my efforts in real-time. With expertise in managing and optimizing social media platforms, I specialize in developing targeted strategies that maximize brand visibility and engagement. My skills include collaborating with influencers, ambassadors, and marketing firms to execute growth initiatives that enhance brand awareness and drive customer engagement. What I love most about social media marketing is the ability to reach and engage with a vast audience in real-time, driving meaningful conversations and brand loyalty.

CORE QUALIFICATIONS

- In-depth knowledge of social media platforms, algorithms, and analytics tools
- Optimizing digital marketing, SEO, and SEM
- Creating engaging and shareable social media content, including graphics, videos, and written content
- Community engagement and interacting with followers
- Social media lead generation and generation strategies
- Email and affiliate Marketing
- Knowledge of influencer marketing best practices
- Managing relationships with ambassadors and affiliates
- Strong writing and copy-editing skills
- Analyzing data and insights to optimize campaigns and improve ROI
- Familiarity with Google Analytics, Facebook Insights, and Twitter Analytics
- Social media paid advertising campaigns
- Working within social media guidelines and privacy policies

WORK EXPERIENCE

May 2018 – February 2023

Social Media Marketer

Sachse Marketing Group

- Developed and executed comprehensive social media campaigns across multiple platforms, resulting in an 85% increase in engagement and a 35% increase in sales.
- Collaborated with the creative team to create visually appealing and engaging social media content, increasing brand awareness and engagement.
- Utilized social media analytics tools to monitor performance and optimize campaigns, resulting in a 25% increase in conversion rates.
- Managed social media advertising campaigns and budgets, achieving a 20% reduction in cost per click and a 10% increase in click-through rates.
- Worked with many influencers and external affiliates, resulting in successful collaborations and increased brand visibility.

June 2015 – March 2018

Social Media Marketer

Growth Circle LLC

- Created and executed social media strategies to increase brand awareness and drive website traffic, resulting in a 40% increase in website visitors and a 20% increase in social media followers.

- Worked in a team of 5 social media specialists, learning and improving upon my professional skills.
- Developed and implemented social media advertising campaigns, resulting in a 25% increase in conversions and a 30% decrease in cost per acquisition.
- Conducted market research and analyzed industry trends to identify opportunities for growth and optimization, resulting in successful campaigns and increased revenue.

August 2013 – June 2015

Social Media Marketing Internship

SocialSavvy Agency

- Assisted in the development and execution of social media campaigns for senior marketers, gaining valuable experience while doing so.
- Created social media content for various platforms, gaining experience in copywriting, graphic design, and video production.
- Conducted research and analyzed social media performance data to provide actionable insights and recommendations.
- Contributed to the agency's internal social media presence, increasing engagement and followership by 50%.
- Participated in client meetings and presentations, gaining experience in client relations and project management.

EDUCATION

Degree: Bachelor of Science in Communications and Advertising

Institution: University of Cape Town

Summary:

- Completed the program from 2008 to 2011, gaining a comprehensive understanding of various aspects of communications and advertising.
- Developed strong skills in communication, critical thinking, and problem-solving through a combination of theoretical coursework and practical assignments.
- Equipped me with a solid foundation in the principles and practices of advertising and communication, and I still apply these skills to my professional career today.

Institution: Digital School of Marketing

Certifications:

- Social Media Communications
- Content Creation
- Public Relations & Press Releases for Social Platforms
- Marketing Communications and Campaigns

Summary:

- Completed a series of professional certifications from the Digital School of Marketing, specializing in various aspects of social media and marketing communications.
- Completed the certifications in a flexible online learning environment from 2011 to 2013 whilst I was travelling around Europe.
- Acquired practical knowledge and skills that are highly relevant to the field of digital marketing, and I apply these skills in real-world scenarios frequently.

AWARDS

- Social Media Campaign of the Year Award (2021)
- Social Media Marketer of the Year Award (2020)
- Most Creative Social Media Campaign Award (2019)