

Connor Blake

Social Media Manager

connor.blake@email.com

Professional Summary

Experienced Social Media Manager with 5 years of expertise in growing brand audiences, managing influencer collaborations, and launching paid social campaigns. Skilled at crafting engaging content strategies and reporting on KPIs.

Skills

Social Strategy, Content Calendars, Influencer Outreach, Paid Social Ads, Engagement Growth, Analytics Reporting, Reputation Management, Video Campaigns, Cross-Platform Campaigns

Experience

Social Media Manager - LoopBuzz Agency (2020 - Present)

- Increased social engagement by 65% through targeted content strategies.
- Managed influencer partnerships and UGC initiatives.
- Ran paid campaigns across Instagram, LinkedIn, and TikTok.

Social Media Coordinator - MediaNest (2018 - 2020)

- Developed monthly editorial calendars aligned with seasonal trends.
- Analyzed campaign performance and refined posting schedules accordingly.

Education

B.A. in Communication Studies, University of Arizona, 2017