

# Rachel Lin

*Junior Social Media Manager*

*rachel.lin@email.com*

## Professional Summary

Creative Junior Social Media Manager with 2 years of experience managing brand presence across Instagram, Twitter, and LinkedIn. Skilled at content creation, post scheduling, and community engagement for growing follower base.

## Skills

Content Scheduling, Social Media Copywriting, Hashtag Strategy, Instagram Reels, Twitter Engagement, Meta Business Suite, Canva, Social Listening Tools, Analytics Reports

## Experience

Social Media Associate - BuzzRise Media (2023 - Present)

- Scheduled and published posts using Meta Business Suite and Buffer.
- Monitored comment sections and DMs to engage audience and resolve issues.
- Helped plan and execute monthly content calendars.

Social Media Intern - Dazzle Agency (2022 - 2023)

- Created short-form videos and caption copy for Instagram.
- Tracked post performance and summarized weekly reports.

## Education

B.A. in Media Studies, University of Oregon, 2022