

# FIRST LAST NAME

## Senior Social Media Manager

New York City, NY 10000 • first.last@resumeworded.com • +1 (212) 123-4567

### PROFESSIONAL EXPERIENCE

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#### RESUME WORDED

San Francisco, CA and New York, NY

#### Senior Social Media Manager

2019-Present

#### Search Engine Optimization (SEO) Associate

2013-2017

- Managed mixed teams of independent contractors and full-time employees dedicated to SEO marketing, data management and content strategy; improved employee retention by 87%
- Maintained a 90%+ rating on customer satisfaction surveys from consumers across social media platforms
- Developed and implemented a multi-channel marketing plan for existing product and new product launches; increased annual consumer memberships by 68%

#### *Selected Project Experience*

- Search Engine Optimization Leadership
  - Grew online sales by 47% through optimization of annual marketing budget allocation and investment into SEO team (2016)
  - Invited by different seminars within and outside the university to discuss SEO; attended by a total of 600+ SEO professionals, market analyst, and senior managers
  - Liaised with influencers and key bloggers to extend public relations initiatives; yielding 22% ROI improvements
- Launch of New AI Product
  - Integrated the developed email campaigns to the new system with the company's 900+ email list; increased open rates by 10%
  - Managed user engagement analytics strategy, responding to information requests into how users interact with our new system app; gained 38.6% increased shares on social media through focus on viral content
  - Launched Resume Worded's first Social Media Engagement Center which generated over 2000 new followers, advertisers, and readers in its first week

#### GROWTHSI New York, NY

#### Public Relations Specialists

2012-2013

- Coordinated Real Estate Conference for 272 agents, brokers, and appraisers; acquired 10 high-performing brokers and increased \$21,800 in monthly revenue through buyers' involvement
- Acted as a liaison between high profile investors; decreased drop-off rate by 30%
- Enhanced implementing writing standards for the web; reduced 46% of complaints received by the server
- Introduced cutting-edge marketing strategies since April 2012 which boosted the brand recognition and online traffic counts by 64%

### EDUCATION

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#### GROWTHSI

Eastbourne, England

#### Master of Science in Marketing; Major in International Management

2017-2019

- Awards: Recipient of International Research Scholarship at the University of Brighton

#### RESUME WORDED UNIVERSITY

New York, NY

#### Bachelor of Arts in Integrated Marketing Communications with Honors

2007-2011

### ADDITIONAL INFORMATION

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- Technical Skills: PE INTERNATIONAL SoFi software, Sage ACT!, Scrum, Yardi, IBM Digital Analytics, BrightEdge, Cascading Style Sheets CSS, Oracle DBMS, Microsoft Visio, Conductor Searchlight
- Certifications: Digital Marketing Certification from SEMrush Academy (2011), Search Engine Optimization Certificate (2014) from Yoast Academy
- Awards: Best Local Search Marketing Initiative — SEO in Search Engine Land Awards (2016), Finalist in Excellence Award Winners for 2019 UpCity Awards