Caroline Applicant

6739 Blossom Street, Kingsport, TB 37617

(000) 123-4567

email@email.com

SOCIAL MEDIA SPECIALIST

***Expert in heightening organizational recognition and reach across social media channels***

Highly creative and upbeat Social Media Specialist with 6 years’ experience building social media presence for real estate professionals and small business owners. Well-versed in social media marketing and analytics, content writing, video editing, and digital photography.

***Key skills include:***

* **Social Media:** Facebook, Twitter, Instagram, Snapchat, Pinterest, Google+, YouTube
* **Content Editing:** Microsoft Office Suite (Word, Excel, PowerPoint, Access, Outlook), WordPress
* **Graphic Design:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Dreamweaver)

PROFESSIONAL EXPERIENCE

HOMEFRONT REAL ESTATE AGENCY, Kingsport, TN

**SOCIAL MEDIA SPECIALIST** (08/2014 – Present)

Brought on board to support team of 18 real estate agents in creating a dynamic social media presence across Facebook, Google+, Twitter, Instagram, Pinterest, YouTube, and SnapChat channels. *Notable accomplishments:*

* Increased Facebook followers **by 74%** through diligent and responsive social media analytics.
* Assisted real estate team members to engage in a collaborative real estate ad posting strategy.

FREELANCE ASSIGNMENTS, Kingsport, TN

**SOCIAL MEDIA SPECIALIST** (06/2012 – Present)

Generated a network of ongoing small business clients in need of small-scale social media and website management services. Established social media accounts, designed websites, and authored posts and blogs. *Notable Accomplishments:*

* Built lasting relationships with companies including Jane Matthews, Realtor, and Line-Dry Laundry.
* Trained clients in WordPress and other digital tools, enabling them to manage web properties.

EDUCATION

**Bachelor of Arts in Media Management** (2016

University of Tennessee, Knoxville, TN

*Dean’s List; School of Journalism and Electronic Media Scholarship; Junior Year Abroad in France*