

Sandy Ly

905-745-2038
sandyly@centennialcollege.ca
123 Main Street, Toronto, ON

AREAS OF EXPERTISE

Web Development

JavaScript

C#

Python

Java

SQL

Visual Studio

IntelliJ

WORK EXPERIENCE

Social Media Manager

Studio Shodwe · April 2021 - Present

Responsible for social media strategy, content creation and execution for a large apparel brand, including content creation at events and campaign photoshoots.

- Spearheaded new and strong relationships with influencers and talent to increase audience reach and brand awareness by 25% within 6 months.
- Exceeded growth targets for four straight quarters.
- Implemented a best practice system and facilitated regular training sessions for all team members to ensure agency-wide understanding of social media platforms and trends.

Content Creator

Studio Shodwe · April 2020 - April 2021

Responsible for creating and curating high quality, on-brand content for organic channels for three ecommerce brands.

- Implemented a best in class content calendar planning that integrated reporting and analysis and improved content performance.
- Collaborated with the Social Media Manager to manage 25 paid campaigns with an average ROI of 35%.
- Consistently increased social media following on all platforms for three brands.

Content Creator

Salford & Co. · April 2019 - April 2020

Responsible for planning and updating social media platform feeds with weekly.

- Ran pre-production meetings to conceptualise and workshop ideas.
- Worked closely with ATL producers to prepare footage for social platforms.
- Wrangled data, analytics, backups and archiving.

EDUCATION

Bachelor of Arts

Major: Media | Minor: English | Ginyard International Co. 2019

Industry Certificate: Shooter Producer | Ginyard International Co. 2021

Foundations in Marketing Certificate | Ginyard International Co. 2022

Creative Leadership Certificate | Ginyard International Co. 2022

RECENT AWARDS

Gold Award for Most Innovative Campaign | Studio Shodwe Campaign 2021

Borcelle Merit Award | Salford & Co. Brand Campaign 2022

Borcelle Excellence & Effectiveness Award | Salford & Co. Campaign 2022

REFERENCES

Greta Mae Evans
Larana, Inc.
+123-456-7890
hello@reallygreatsite.com

Harper Russo
Warner & Spencer
+123-456-7890
hello@reallygreatsite.com