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OBJECTIVE

An MBA with 5 years of experience developing and managing marketing campaigns and specialized working knowledge of Google Analytics and AdWords, seeks the role of Social Media Marketing Manager with XYZ Inc. to implement successful digital marketing campaigns and provide exceptional thought leadership.

SUMMARY OF SKILLS

- Three years of specialized experience leading PPC and SEO marketing strategies
- Managed social media accounts for four businesses with yearly sales over \$500,000
- Certified Digital Marketer 2016, Udacity
- Received Employee of the Year Award at ABC Company 2018 and 2019

WORK EXPERIENCE

Social Media Marketing Associate, ABC Company, Nashville, TN, 2017-2020

- Built a 15k Facebook following and 20k Instagram following for new startup, increasing leads by 160%
- Developed compelling CTAs for website and social media copy, producing a 60% increase in sales
- Formulated Instagram strategy and collaborated with influencers in our market to promote top-selling products, resulting in \$200,000 net sales in three months

Website Manager, 123 Company, Austin, TX, 2014-2017

- Team leader for the design and development of new mobile application
- Conducted A/B testing on paid Facebook and Instagram campaigns, resulting in a boost in conversion from 70% to 90%.
- Implemented innovative SEO strategy to increase organic website traffic 200% in five months

EDUCATION

University of Michigan, Ann Arbor, MI, 2006-2010

REFERENCES

Available upon request