

ABBI BARROW

*Brand Marketing
Manager*

✉ abbibarrow@email.com

☎ (123) 456-7890

📍 Austin, TX

🌐 LinkedIn

EDUCATION

B.S.

Marketing

University of Texas

📅 September 2004 - April 2008

📍 Austin, TX

SKILLS

Instagram, Twitter, Facebook,
Pinterest, YouTube, TikTok

Sprout Social, Hootsuite

Google Analytics

Google Docs, Google Sheets

Photoshop

SEO

Paid social media advertising

Detail-Oriented

WORK EXPERIENCE

Brand Marketing Manager

Fora Financial LLC.

📅 March 2017 - current

📍 Austin, TX

- Crafted solutions-oriented approach, resulting in a 400% improvement of 3 campaign performances
- Produced strategic marketing roadmaps, providing 15+ team members with long-term goals and mentorship
- Utilized CRM insights to develop robust campaign strategies, increasing website visitation by 125%
- Championed social media presence, introducing marketing engagement role on platforms, increasing brand awareness, and garnering 500K+ retweets on Twitter
- Handled communication with cross-functional teams, and led C-level suite presentations surrounding campaigns

Social Media Coordinator

The Center

📅 January 2011 - March 2017

📍 Austin, TX

- Generated social media strategies across 6 platforms, resulting in a 95% uptick in consultation bookings
- Collaborated with 4 departments, including marketing and web design, to create social media copy and imagery
- Assessed social media performance, ensuring following growth rates of 8% or more each month
- Managed customer connections, responding to 100% of serious inquiries and comments within 12 hours
- Partnered with community organizations and social media influencers to reach 5+ key audiences

Social Media Marketing Assistant

Mexican American Opportunity Foundation

📅 April 2008 - January 2011

📍 Austin, TX

- Analyzed 10 KPIs, including engagement, likes, and reach to ensure ROIs over 60%
- Crafted 15+ quarterly social media campaign ideas, presenting ideas to 5 department heads to identify 5 quarterly campaigns for implementation
- Researched Internet trends, creating relevant memes and videos that landed on top SubReddit pages 4 times
- Used company Twitter account to respond to public figures' tweets, receiving 1.6M retweets and 300K+ new followers