1. Maintained company's online social presence and created branded communications for social media campaigns.
2. Reported social media performances and engaged with digital communities to build positive regard for company.
3. Monitored KPIs and analyzed performance reports to determine future directions for social media.
4. Encouraged audience engagement and shared information about product launches and current promotions.
5. Promoted company to audience and drove traffic to company website by [Action].
6. Designed targeted email marketing campaigns to reach desired audience.
7. Met [Number]% of all deadlines in time-sensitive role.
8. Researched key industry trends and competitive insights to keep messaging relevant to target demographic.
9. Created engaging content to keep social media channels updated and on brand.
10. Shared feedback from digital communities to allow for continuous improvement of product line.
11. Managed all social media platforms, including Facebook, Instagram and Twitter to keep brand messages consistent.
12. Identified opportunities and scheduled [Timeframe] posts promoting company brand, events and special offers.
13. Identified target market and key segments through in-depth analysis of markets and related trends.
14. Drove brand awareness [Number]% by developing [Type] online marketing campaigns.
15. Revamped [Type] website, increasing daily visitation from [Number] to [Number] per month.
16. Promoted successful outcome of web development strategy by aligning consistent brand messaging and visual designs across all digital outlets.
17. Improved page content, keyword relevancy, and branding to achieve search engine optimization goals.
18. Created videos and managed YouTube channel to strengthen company reputation.
19. Used [Software] to analyze conversion rates across multiple digital channels.
20. Maintained expert-level skills in digital platforms such as [Type] and [Type] platforms.