1. Developed ROI-driven online and social media strategies.
2. Supported SEO initiatives to improve content, keywords, and branding.
3. Analyzed key performance indicators monthly, applying data analytics to drive future strategic planning.
4. Administered marketing calendar and posted new content to coincide with new product and service releases.
5. Improved page content, keyword relevancy, and branding to achieve search engine optimization goals.
6. Posted new content for products and services when managing marketing and release calendars.
7. Managed social media accounts for [Number] clients, generating interest for existing and upcoming product or service releases.
8. Increased customer engagement through social media.
9. Trafficked all advertisements to target audience increasing sales.
10. Monitored advancements in social media and technology, working with marketing teams to adopt new platforms and facilitate integration into marketing plans.
11. Strategically planned, implemented and monitored client's social media, increasing site hits by [Number].
12. Developed marketing content such as blogs, promotional materials and advertisements for social media.
13. Anticipated client's current needs offering comprehensive resource management reports, data presentations and data analytics.
14. Devised results-driven strategies and roadmaps based on clients' needs.
15. Partnered with graphic designers creating content and promoting ad campaigns.
16. Assessed content and tone for consistency to optimize social media accounts.
17. Monitored posts and responses from spam and took necessary steps to alleviate such threats.
18. Evaluated monthly performance statistics and used data to inform future strategies.
19. Archived critical interactions and posts so that all key information was documented for future reference.
20. Wrote social media content to increase engagement with customers.