1. Created, curated and managed published content for feed and stories across social media channels.
2. Maintained social media accounts by keeping content engaging, fresh, educational and entertaining.
3. Posted testimonials, promotional content and consumer experiences to social media platforms to garner comments and likes.
4. Produced relevant product content to reach target customers.
5. Formulated high-quality written storytelling and visual content for social media campaigns.
6. Live streamed dialogue and events on Facebook, Twitter and Instagram to optimize interaction and engagement levels.
7. Gathered insights from interaction with current and prospective consumers to enhance content.
8. Established credibility on social media and persuaded others by virtue of authenticity and reach.
9. Engaged with consumers using education, passion and authenticity.
10. Monitored and built social media following by maintaining solid online presence via community engagement.
11. Followed and reviewed competitor social media channels, content and strategy to relay insights.
12. Captured daily events in and around [Location] using compelling eye-catching imagery and video content.
13. Maximized strategic approaches by keeping close eye on performance and making appropriate adjustments.
14. Built relationships with other brand ambassadors and influencers to assist in social media strategy.
15. Built, implemented and updated effective SEO strategies.
16. Identified appropriate KPIs and reported key metrics from digital campaigns.
17. Developed paid client ads for use on diverse social media platforms, achieving average of [Number] users per ad.
18. Collected and analyzed Web metrics such as visits, time on site and page views per visit.
19. Maintained continuous check on [Type], [Type] and [Type] metrics, optimizing and enhancing campaigns based on current trend data.
20. Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids and landing pages.