1. Analyzed social media campaigns and activities using [Software] to promote engagement and made recommendations for enhancement.
2. Utilized best practices for SEO optimization to boost social media program's visibility.
3. Assisted [Job Title] with various marketing projects that would engage new leads and potential customers.
4. Created informative and entertaining posts for client's Twitter, Facebook and Instagram pages.
5. Planned and instituted social media marketing plan for [Client name].
6. Responded to comments, posts and questions from various channels under supervision of [Job Title].
7. Promoted successful outcome of web development strategy by aligning consistent brand messaging and visual designs across all digital outlets.
8. Set clearly defined goals to drive major business initiatives, including increased customer retention, sales, online presence, brand awareness and website or social media traffic.
9. Managed team of [Number] to generate original content and moderate online community members.
10. Developed marketing content such as blogs, promotional materials and advertisements for social media.
11. Curated and segmented editorial content to increase engagement and channel growth.
12. Increased customer engagement through social media.
13. Created videos and managed YouTube channel to strengthen company reputation.
14. Engaged online audiences by placing strong focus on sales process support and responding to inquiries and comments timely and knowledgeably.
15. Drove digital and enterprise collaboration across functional teams, focusing on delivery and continuous process improvement.
16. Evaluated business requirements, leveraging information to forecast feature costs relating to hardware, software and consulting.
17. Devised strategies and roadmaps to support product vision and value to business.
18. Revamped [Type] website, increasing daily visitation from [Number] to [Number] per month.
19. Maintained expert-level skills in digital platforms such as [Type] and [Type] platforms.
20. Drove brand awareness [Number]% by developing [Type] online marketing campaigns.