1. Managed closed-circuit electronic messaging system and approved user-generated content for adherence to company objectives.
2. Generated interest for new and upcoming product and service releases by managing social media accounts.
3. Mined and posted [Client] sister content.
4. Conducted [Type] and [Type] research to identify trends and determine topic relevance.
5. Monitored return on investment of online and social media marketing efforts.
6. Successfully met multiple deadlines by [Action] and [Action].
7. Obtained, attributed, and wrote compelling captions and other text for photos, video, and other graphics for both print and online use.
8. Wrote entertaining weekly blog posts that increased traffic and readership by [Number]%.
9. Developed and implemented well-received email marketing blast that resulted in $[Number] increase in sales revenue for month.
10. Utilized SEO best practices to increase social media program's visibility and organic growth.
11. Tracked innovations in social media and worked with key functional groups to adopt emerging technology.
12. Managed social media accounts for [Number] clients, generating interest for existing and upcoming product or service releases.
13. Increased audience engagement with brand websites by finding and integrating relevant videos, tweets and other online content.
14. Devised results-driven strategies and roadmaps based on clients' needs.
15. Managed relationships with high-profile clients and translated marketing and social media needs into results-driven strategies.
16. Boosted company's Twitter page and feed over [Number]% after improving content.
17. Evaluated monthly performance statistics and used data to inform future strategies.
18. Analyzed and reported social media and online marketing campaign results.
19. Supported SEO initiatives to improve content, keywords, and branding.
20. Implemented and maintained editorial calendar for clients' social media channels, which helped clients reach KPIs.