

Your Name

City, State Abbreviation Zip Code | (123) 456-7890 | email@example.com | LinkedIn | Portfolio

Profile

- Seasoned social media manager with over seven years of experience crafting and executing innovative marketing campaigns across various platforms. Extensive knowledge in content creation, SEO strategy, and audience analytics. Facilitates significant growth in web traffic, brand visibility, and customer satisfaction through data-driven content.

Education

- Bachelor of Arts (B.A.) Communication | UNIVERSITY OF CALIFORNIA, Los Angeles, CA | September 2012 – May 2016

Certifications

- Digital Marketing Nanodegree, Udacity, 2020
- Social Media Marketing Certification (SMC), Hootsuite Academy, 2018

Key Skills

- Audience analytics and reporting
- Brand awareness
- Community engagement and customer relations
- Cross-platform social media management
- Data-driven decision making
- Project management
- SEO and SEM strategy

Professional Experience

SENIOR SOCIAL MEDIA MANAGER | TARGET MARKETING, LOS ANGELES, CA | DECEMBER 2018 – PRESENT

- Manage the execution of social media strategies, including content approval, strategic planning, and performance analytics
- Develop and publish SEO-driven social media content
- Harmonize content across Facebook, Instagram, LinkedIn, and Twitter for consistent brand messaging
- Utilize A/B testing to refine call-to-action elements, contributing to a \$200,000 increase in revenue
- Implement process optimizations and effective communication strategies across teams, ensuring cohesive efforts
- Led a viral marketing campaign that reached over 1 million views and 100,000 shares in 48 hours

SOCIAL MEDIA MANAGER | IDEAL NUTRITION, LOS ANGELES, CA | JULY 2016 – NOVEMBER 2018

- Owned all aspects of Ideal Nutrition's social media output, maintaining a consistent brand voice across platforms
- Created and published 10 SEO-optimized social media posts per day
- Coordinated closely with the marketing director, aligning social media content with overall brand messaging and initiatives
- Achieved a 20% increase in organic follower growth through quarterly hashtag campaigns and influencer collaborations
- Monitored social media analytics, adjusting strategies based on performance metrics
- Grew Instagram page to 750,000 followers within 12 months