

# Raheem Richardson

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## Profile

- Social media strategist with nearly two years of marketing and content creation experience within e-commerce and nonprofit sectors. Known for crafting impactful, mission-driven content that resonates with target audiences, amplifies brand visibility, and boosts online sales.

## Education

- Bachelor of Arts (B.A.) Marketing | UNIVERSITY OF SYRACUSE, Syracuse, NY | May 2022

## Certifications

- HootSuite Platform Certification, Hootsuite Academy, 2023
- Google Analytics Individual Qualification, Google, 2022

## Key Skills

- Social media content strategy
- Analytics tools (Facebook Insights, Google Analytics)
- Influencer outreach and management
- E-commerce platform optimization
- Nonprofit social media best practices

## Professional Experience

### **SOCIAL MEDIA INTERN | PAJAMA PROGRAM, NEW YORK, NY | JUNE 2023 – PRESENT**

- Partnered with marketing lead to manage social media presence across Instagram, YouTube, and Facebook for a national nonprofit, reaching over 100,000 followers
- Conduct weekly social listening across platforms, gaining insights that led to a 25% improvement in audience interaction
- Analyze social media metrics using Hootsuite to provide weekly reports and inform content strategy adjustments
- Adapted strategy to Instagram's shift toward Reels, which led to a 200% increase in video views and 50% growth in follower count after three months

### **DIGITAL MARKETING ASSISTANT | YUMMY TEA, NEW YORK, NY | AUGUST 2022 – MAY 2023**

- Scheduled and produced over 60 pieces of content per month for Instagram, Facebook, and TikTok
- Grew follower base by 20% across a nine-month period by following a consistent posting schedule and leveraging trending hashtags
- Filmed and edited 10 engaging monthly tea tasting and recipe videos, generating an average of 50,000 views per video on TikTok
- Increased online Shopify and Amazon sales by 12% in collaboration with the e-commerce manager to execute five seasonal tea promotion campaigns