

# Skyler Thompson

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## Profile

- Social media manager with nearly six years of experience translating retail brand voices into compelling digital narratives. Crafts innovative, data-driven campaigns to elevate brand engagement, resulting in significant follower growth and measurable business impact across diverse social networks.

## Education

- Bachelor of Arts (B.A.) Communication | UNIVERSITY OF WASHINGTON, Seattle, WA | May 2016

## Certifications

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

## Key Skills

- Advanced social media analytics (Facebook Insights, Instagram Insights)
- Content management systems (WordPress, Drupal)
- Crisis communication and reputation management
- Influencer relationship management
- Social media advertising (Facebook Ads, Twitter Ads)

## Professional Experience

### **SOCIAL MEDIA MANAGER | TARGET MARKETING, SEATTLE, WA | DECEMBER 2021 – PRESENT**

- Oversee social media strategy for four national retail brands, including content creation and community management across major social media platforms
- Collaborate with a team of three content specialists and produce over 100 weekly product showcases, styling tips, and promotional campaigns
- Launched a viral marketing campaign and garnered 1.2 million views and 150,000 shares within 48 hours on a marketing campaign
- Boosted user-generated content by 20% through the successful implementation of an influencer partnership program

### **SOCIAL MEDIA MANAGER | IDEAL NUTRITION, LOS ANGELES, CA | JULY 2019 – NOVEMBER 2021**

- Amplified brand messaging for Ideal Nutrition's product line of over 50 supplements and nutrition products across Facebook, Instagram, and YouTube
- Created and curated 10 daily SEO-optimized posts focused on nutrition tips, workout routines, and product education in alignment with the brand's holistic wellness philosophy
- Grew Instagram following from 50,000 to 750,000 within 12 months through strategic content planning and influencer collaborations
- Designed a quarterly hashtag campaign that drove a 20% increase in organic follower growth and boosted engagement by 25%