







JOSEPH CORBIN

A results-driven social media director with over 10 years of experience defining content strategies and leading global marketing campaigns for multi-million dollar technology brands. A proven track record of leveraging data analytics and omni-channel marketing to drive revenue growth and support new product launches.

CONTACT

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KEY SKILLS

- Brand storytelling
- Paid social media campaigns
- Content strategy
- Influencer marketing
- Data analytics

EDUCATION

Bachelor of Science (B.S.) Digital Marketing
Stanford University, Stanford, CA
June 2014

PROFESSIONAL EXPERIENCE

Social Media Director | Highland Marketing Inc., San Francisco, CA
March 2018 – present

- Grew brand awareness and followership by up to 250% through comprehensive social media strategies and targeted campaigns for a client portfolio of 17 technology companies valued at \$3.2 million
- Led a team of 13 social media managers and digital marketing specialists to define content strategy and brand messaging by leveraging data analytics and market research
- Analyzed performance data and identified opportunities to enhance campaign execution, resulting in a 39% increase in ROI across paid social media

Social Media Manager | InnovateTech Corp., San Francisco, CA
June 2014 – February 2018

- Managed all aspects of social media campaigns, brand messaging, and content strategy to support new product launches for a premiere education technology company, contributing to a 52% increase in online sales over four years
- Collaborated cross-functionally with graphic designers and digital marketing teams to define brand visuals and create promote videos in alignment with target audiences

CERTIFICATIONS

- Certified Social Media Strategist | National Institute for Social Media | January 2015
- Google Analytics Certified | September 2014