



# SOPHIA MARTINEZ

A results-oriented social media coordinator with three years of experience specializing in content creation, social media strategy, and community management. Proven track record of increasing brand engagement and driving social media followership for fashion and lifestyle brands. Skilled in using data analytics to optimize social campaigns and maximize audience reach.



## KEY SKILLS

- Social media strategy
- Content creation
- Community management
- Influencer marketing
- Data analytics
- Google Analytics
- Hootsuite



## EDUCATION

Bachelor of Arts (B.A.) in Communications | UNIVERSITY OF ILLINOIS, Chicago, IL June 2021



## PROFESSIONAL EXPERIENCE

### Social Media Coordinator

Blush Fashion Co., Chicago, IL | June 2022 – Present

- Managed social media platforms, including Instagram, TikTok, and Facebook, increasing followership by 75% in six months
- Developed and executed social media content calendars, including posts, stories, and short videos, generating a 40% boost in engagement
- Collaborated with the graphic design team to produce visuals and infographics that align with the brand's messaging and target audience
- Analyzed social media performance using Google Analytics and Hootsuite, optimizing content and increasing click-through rates by 22%

### Social Media Assistant

Trendsetter Boutique, Chicago, IL | January 2021 – June 2022

- Assisted with scheduling and posting social media content across multiple platforms, increasing brand awareness by 30%
- Engaged with followers by responding to comments and messages, fostering community interaction and improving customer relationships
- Coordinated influencer marketing campaigns, resulting in a 20% increase in online sales during the spring season



## CERTIFICATIONS

- Google Analytics Certified | July 2022
- Hootsuite Social Marketing Certification | August 2021