




RAHEEM RICHARDSON

A dynamic social media specialist with seven years of experience in digital marketing, Google Analytics, and brand marketing. A proven track record of driving audience engagement and brand awareness for multi-million dollar product lines through data-driven content strategies.

CONTACT

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 LinkedIn | Portfolio

 Philadelphia, PA 12345

KEY SKILLS

- Social media strategy
- Paid social advertising
- Google Analytics
- Audience segmentation
- Brand development

EDUCATION

- Bachelor of Arts (B.A.) Marketing
September 2013 – June 2017
Drexel University, Philadelphia, PA

PROFESSIONAL EXPERIENCE

Social Media Specialist | November 2019 – present
BrewTech Co. | Philadelphia, PA

- Manage social media strategy and content development across Instagram, Facebook, and Twitter platforms, resulting in a 170% increase in engagement within the first year for a multi-million dollar home brewing equipment company
- Develop and execute targeted social media campaigns to support three new product launches, contributing to \$2.7 million in sales revenue
- Analyze social media data and performance using Google Analytics and Hootsuite, optimize campaign strategies, and generate a 17% increase in click-through rates

Social Media Coordinator | June 2017 – October 2019
Edge Marketing | Philadelphia, PA

- Led all aspects of social media operations for six client businesses, aligned content strategies with target demographics, and increased followership by 150% to 220% across Facebook, Twitter, and Instagram
- Launched a highly targeted paid social campaign for a vegan food brand, which resulted in a 34% increase in online sales conversions over four months
- Tracked performance metrics and conducted market research to refine brand messaging, growing engagement rates by 59%

CERTIFICATIONS

- Hootsuite Social Marketing Certification | Hootsuite | 2020
- Google Analytics Certification | Google | 2019