







# ALIYA JACKSON

A social media marketing manager with eight years of experience specializing in product marketing, brand messaging, and digital strategy. A strong history of developing and executing high-impact social media campaigns to drive online engagement and product growth.

## CONTACT

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## KEY SKILLS

- Social media marketing
- Digital marketing strategy
- Brand messaging
- Campaign development
- Product marketing

## EDUCATION

Bachelor of Science (B.S.), Digital Marketing | UNIVERSITY OF FLORIDA, Gainesville, FL | June 2017

## PROFESSIONAL EXPERIENCE

Social Media Marketing Manager | Eco-Clothing, San Diego, CA  
March 2019 – present

- Execute social media campaigns for an eco-conscious clothing brand, resulting in a 30% increase in online engagement and a 17% increase in conversion rates in four years
- Perform research on social media trends, evaluate the effectiveness of digital campaigns, and adjust marketing strategies to increase organic reach by 12%
- Oversee social media content across four platforms and grew followership by over 200% in five years

Social Media Marketing Manager | Eco-Straws, San Diego, CA  
June 2016 – March 2019

- Defined social media strategy for an eco-friendly alternative to plastic straws, grew followership by 120%, and increased online engagement by 29% in two years
- Developed social media content, posts, and videos to raise awareness of compostable straws created using plant-based materials
- Monitored the effectiveness of social media posts and leveraged data to inform digital marketing plans and strategies

## CERTIFICATIONS

- Certified Social Media Manager (CSMM), National Institute for Social Media | 2016