




# Ava Patel

## Social Media Marketing Specialist

**Social media marketing specialist with a passion for audience engagement**

Dynamic social media marketing specialist with nine years of experience driving brand awareness and engagement. Skilled at managing social campaigns, creating compelling content, and analyzing performance metrics.

### CONTACT INFORMATION

 (456) 987-6543

 email@example.com

 LinkedIn | Portfolio

 Denver, CO

### EDUCATION

Bachelor of Arts in Public Relations  
University of Colorado | Boulder, CO

### KEY SKILLS

- Social media strategy
- Influencer partnerships
- Audience engagement

### PROFESSIONAL EXPERIENCE

Social Media Marketing Specialist | Vibrant Agency | April 2018 to present

- Increased follower count by 50% across Instagram and LinkedIn over two years
- Managed influencer partnerships, achieving a 25% boost in campaign reach
- Analyzed engagement data to refine strategies, improving average post interactions by 15%

Marketing Assistant | Bold Creations | February 2016 to March 2018

- Assisted in creating weekly social media content schedules, ensuring timely posting
- Conducted market research to identify trends and align content with audience preferences
- Boosted campaign visibility by coordinating cross-platform promotional efforts

### CERTIFICATIONS

- Hootsuite Advanced Social Media Strategy | Hootsuite | November 2021