





Skyler Thompson

Social media manager with nearly six years of experience translating retail brand voices into compelling digital narratives. Crafts innovative, data-driven campaigns to elevate brand engagement, resulting in significant follower growth and measurable business impact across diverse social networks.

CONTACT

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EDUCATION

Bachelor of Arts (B.A.)
Communication
University of Washington, Seattle,
WA
May 2016

KEY SKILLS

- Advanced social media analytics (Facebook Insights, Instagram Insights)
- Content management systems (WordPress, Drupal)
- Crisis communication and reputation management
- Influencer relationship management
- Social media advertising (Facebook Ads, Twitter Ads)

PROFESSIONAL EXPERIENCE

Social Media Manager | Target Marketing, Seattle, WA December 2021 – Present

- Oversee social media strategy for four national retail brands, including content creation and community management across major social media platforms
- Collaborate with a team of three content specialists and produce over 100 weekly product showcases, styling tips, and promotional campaigns
- Launched a viral marketing campaign and garnered 1.2 million views and 150,000 shares within 48 hours on a marketing campaign
- Boosted user-generated content by 20% through the successful implementation of an influencer partnership program

Social Media Manager | Ideal Nutrition, Los Angeles, CA July 2019 – November 2021

- Amplified brand messaging for Ideal Nutrition's product line of over 50 supplements and nutrition products across Facebook, Instagram, and YouTube
- Created and curated 10 daily SEO-optimized posts focused on nutrition tips, workout routines, and product education in alignment with the brand's holistic wellness philosophy
- Grew Instagram following from 50,000 to 750,000 within 12 months through strategic content planning and influencer collaborations
- Designed a quarterly hashtag campaign that drove a 20% increase in organic follower growth and boosted engagement by 25%

CERTIFICATIONS

- Digital Marketing Nanodegree, Udacity, May 2020
- Social Media Marketing Certification, Hootsuite Academy, April 2018