

# NAME

TITLE  
000-000-0000 / EMAIL / CITY, STATE, ZIP

## Profile

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## Experience

### Social Media Manager - Company / Location

May 2020 – Present

- Developed and supervised social media training programs for new employees across company departments, and conducted weekly sessions that led to achieving a monthly growth average of 16 percent in social presence.
- Designed, built, and oversaw web-based ad campaigns for 15+ clients with a customer satisfaction rate consistently exceeding 97 percent.
- Planned and coordinated fundraising ventures using ETapestry and Vertical Response, such as direct mail campaigns and annual giving programs.
- Analyzed return on investment values for current marketing strategies and optimized approaches to boost numbers
- Increased customer engagement on social media to respond whenever they had inquiries or issues, and successfully cut down customer support requests by 10 percent.

### Social Media Specialist - Company / Location

November 2018 – April 2020

- Analyzed data metrics from each social media platform to optimize content performance, which led to a 42-percent increase in engagement rate year-over-year.
- Collaborated with the marketing director to refine the schedule for posting content across 6+ social media platforms in line with new marketing strategies and product launches.
- Created a cross-channel management system to boost customer engagement across social media platforms including Facebook, Pinterest, and Twitter, which generated \$790 thousand in yearly incremental revenue.
- Collected information and used reporting tools to monitor social media performance and deliver efficacy reports to department heads and executives.
- Initiated business outreach campaigns and brought in an average of 5 new advertising clients per month, accounting for 65 percent of company revenue.

### Project Experience

- Developed social media content on Facebook, Instagram, and Twitter for members of youth groups looking for opportunities to achieve growth in marketing sectors.
- Created a social presence profile for a local homeless shelter to help boost reach to potential donors, which helped increase monthly donations by 48 percent.

## Education

### Bachelor's Degree in Marketing - University of Palo Alto

MONTH YEAR

- GPA: LIST
- AWARD
- AWARD

### DEPARTMENT - SCHOOL

May 2009

- GPA: LIST
- AWARD
- AWARD

## Skills

### Expertise

- Social media analytics and management
- Google Analytics, Google Docs, Google Sheets
- Product development life cycle, corporate reporting
- Paid social media advertising
- Communication, teamwork

## Licenses & Accreditations

### Licenses Licenses & Accreditations

- Meta Social Media Marketing Professional Certificate
- Cornell University's Social Media Marketing Certificate
- Facebook's Blueprint Certification
- Hootsuite Academy's Social Marketing Certification