Full Name

SOCIAL MEDIA MARKETING SPECIALIST

CONTACT

816-555-0146

contact@example.com

www.example.com

SKILLS

Platform expertise

Content creation

Analytics

Communication

Creativity

Strategic thinking

EDUCATION

Bellows College

20XX-20YY

BA in Communications

East Beringer Community College

20XX-20YY

AA in Communications

Courses

- **Meta Social Media Marketing Professional Certificate** (Coursera)
- **Google Digital Marketing & E-commerce** (Coursera)

PROFILE

Social Media Marketing Specialist, utilizing my 5+ years of experience in creating and executing successful social media campaigns, developing engaging content, analyzing and reporting on campaign performance, and staying up to date with the latest trends and best practices in social media marketing. My goal is to increase brand awareness, engagement, and conversion rates while delivering exceptional results and exceeding goals for the company.

EXPERIENCE

Social Media Marketing Specialist

20XX-20YY

- Developed and executed successful social media campaigns across multiple platforms to increase brand awareness and drive traffic to the company's website.
- Managed and grew the company's social media accounts by creating engaging content, monitoring analytics, and implementing social media best practices.
- Collaborated with cross-functional teams to develop and execute integrated marketing campaigns that leveraged social media to meet business objectives.

Digital Marketing Manager

20XX-20YY

- Led the development and implementation of the company's digital marketing strategy, including social media marketing, email marketing, and paid advertising.
- Analyzed and reported on the performance of digital marketing campaigns, using data-driven insights to optimize and improve campaign effectiveness.