

YOUR NAME HERE

SOCIAL MEDIA MANAGER



City, State



888-867-5309



yourprofessionalemail@gmail.com



[LinkedIn.com/in/you](#)

PROFESSIONAL SUMMARY

Social media manager with experience in developing and implementing social media strategies. Skilled in using social media platforms, analytics, and marketing tools to increase brand awareness and drive engagement. Strong understanding of digital marketing trends and ability to create content that resonates with target audience. Proven track record of creating and executing successful social media campaigns. Experienced in community management and able to effectively engage with customers and respond to inquiries. Able to think strategically and creatively to develop and execute social media campaigns that drive results. Strong ability to communicate and collaborate with cross-functional teams.

CORE COMPETENCIES

Social Media Communication/Collaboration	Social Media Marketing Empathy	Data Analysis + Reporting Instagram	Trainings + Presentations Calendering
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EXPERIENCE

Job 1 Title, Organization, City, Dates

- o Increased Instagram followers by 25% through strategic content planning and community engagement efforts, resulting in a 15% boost in website traffic.
- o Developed and executed successful Instagram campaigns, resulting in a 20% increase in engagement and a 30% increase in website conversions.
- o Developed and executed social media strategies, resulting in a 30% increase in engagement and reach across multiple platforms.
- o Managed and grew a social media community of up to 10,000 followers, resulting in a 20% increase in website traffic and sales.
- o Managed the company's Instagram account, increasing followers by 20% and engagement by 15% through the use of visually appealing graphics and targeted content.
- o Developed and designed visually engaging graphics and materials, such as infographics and social media posts, to effectively communicate educational content and increase engagement.
- o Utilized graphic design software to create and edit marketing materials, resulting in a 25% increase in click-through rates on social media campaigns.
- o Designed and implemented a successful social media campaign, resulting in a 25% increase in website traffic through the use of visually compelling graphics and engaging content.
- o Utilized data analysis tools to monitor and evaluate student engagement and performance, resulting in improved classroom dynamics and higher academic achievement.
- o Conducted regular evaluations of social media campaigns, utilizing metrics to identify areas for improvement and make data-driven decisions to increase reach and engagement.
- o Created visually appealing and informative data visualizations to present student progress and performance metrics to administrators, parents, and other stakeholders.
- o Utilized data visualization tools to analyze and present campaign metrics, such as engagement rates and conversion percentages, to inform strategy and decision making.

Job 2 Title, Organization, City, Dates

- o Collaborated with cross-functional teams to develop and execute social media campaigns, resulting in a 20% increase in engagement on Instagram.
- o Led weekly team meetings to align social media strategy with overall marketing goals, resulting in a 15% increase in website traffic from social media referrals.
- o Coordinated team-building and communication workshops for educators, resulting in improved collaboration and increased effectiveness in the classroom.
- o Developed and managed content calendars for classroom instruction and school-wide communications, resulting in a 25% increase in parent engagement.
- o Implemented project management techniques to plan and execute successful social media campaigns, resulting in a 15% increase in website traffic and engagement.

- o Utilized scheduling tools to plan and execute daily content for multiple social media platforms, resulting in a 15% increase in engagement on Instagram.
- o Collaborated with cross-functional teams to develop and implement a content calendar for Facebook and Twitter, resulting in a 10% increase in followers over a 6-month period.

EDUCATION & CERTIFICATIONS

Coursework in Program Name or List Your Degree, University Name – City, State

Coursework in Field of Study or List Your Other Degree, University Name – City, State

Social Media Manager Certification (eCornell) – In Progress

TOOL & SOFTWARE PROFICIENCIES

Experience using social media management tools including Hootsuite, Sprout Social, and Buffer; graphic design software including Adobe Photoshop, Canva, and Illustrator; analytics and reporting tools including Google Analytics, Sprout Social, and Hootsuite Insights; video editing software including Final Cut Pro, Adobe Premiere, and iMovie; and email marketing software including Mailchimp, Constant Contact and Campaign Monitor.