



# Emily Smith

SOCIAL MEDIA MANAGER

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## Details

Driving license  
Full

Place of birth  
San Antonio

## Profile

*Recently graduated marketing major with three years of editing experience for the university magazine. Increased readership by 51% through implementing social media campaigns on school channels. Looking to leverage curiosity and self-improvement skills to become the new social media professional at (insert company name).*

## Employment History

### Social Media Manager, Black Goose Digital, Philipsburg

January 2020 — Present

*Increased Facebook conversion rate by 37% with a new copywriting technique. Implemented a more accurate target customer base, increasing retention by 18%.*

- Create and post social content to support programs and campaigns related to recruitment, alum, family engagement, toolkits for councils, influencers, and other publishers.
- Collaborate with the content team to co-create a publishing schedule and acquire approvals on related social posts.
- Contribute to content brainstorms related to career and volunteer programs.
- Collaborate on longer-form content pieces pending approval from the Senior Content Director and Senior Digital Media Director.
- Oversee social content production schedules, monitor activity, and notify stakeholders of relevant results, fluctuations, and plans.
- Work closely with the Content, Design, and Video teams to create innovative on-brand social content.

### Social Media Manager, Red Hat Marketing, Orland Park

January 2016 — December 2019

*Increased blog traffic by 270% in over a year. Launched ShareAStory campaign, resulting in 270,000 Twitter mentions. Created the MyTime campaign and an associated hashtag garnering 12,000 posts across all social networks.*

- Research current benchmark trends and audience favorites.
- Design and implement social media strategies to aid with business goals.
- Set specific objectives and give feedback on ROCreate, edit, publish and share engaging content daily (e.g., original photos, text, videos, and news)
- Monitor SEO and web traffic.

- Communicate regularly with followers, respond to queries timeously, and monitor customer reviews.

### **Social Media Manager, Insights Marketing, Macclesfield**

January 2013 — November 2015

*Led cross-channel marketing strategy using Facebook, Instagram, Snapchat, and radio spots to promote a product launch; exceeded sales projections by 28%.*

- Monitor social media account designs (e.g., Facebook timeline cover, profile pictures, and blog layout).
- Advise and implement new features to develop brand awareness such as promotions and competitions Stay up to date with emerging technologies and trends in social media, applications, and design tools.
- Have excellent copywriting abilities. Able to deliver insightful content (text, image, and video).
- Have in-depth knowledge of SEO, keyword research, and Google Analytics.

## **Education**

### **Master’s Degree in Communications , City University of New York, New York**

May 2018 — December 2020

- Related Coursework: Strategic Communication Management, Social Media Branding, Digital Audience Strategy, Mass Communication, Social Community Management

### **Bachelor’s Degree in Digital and Social Media Management, Fordham University, New York**

January 2015 — December 2017

- Coursework: Social Media Marketing, Social Media Marketing, Search Engine Marketing, Digital Marketing Analytics, Email Marketing, Paid Advertising on Social Media.

## **Links**

[Pinterest](#) [Twitter](#) [Linkedin](#)

## **Skills**

Strategic Planning

Community Building

Analysis and Research

SEO

Engagement

Google Analytics

Brand Marketing

Salesforce

Photoshop

## **Hobbies**

Snowboarding, Cave Diving, Art

## **Languages**

English

French



German



## **Courses**

**Certified Content Marketer, Content Marketing Institute (CMI), Online**

December 2020 — Present

**Google AdWords Certification, Google Academy, Online**

January 2019 — April 2019