

Emily Smith

Social Media Manager



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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

Jan 2020 – Present

PHILIPSBURG

Social Media Manager

Black Goose Digital

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 brainstorming 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.

Jan 2016 – Dec 2019

ORLAND PARK

Social Media Manager

Red Hat Marketing

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.

Jan 2013 – Nov 2015

MACCLESFIELD

Social Media Manager

Insights Marketing

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

May 2018 – Dec 2020

NEW YORK

City University of New York

Master's Degree in Communications

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

Jan 2015 – Dec 2017

NEW YORK

Fordham University

Bachelor's Degree in Digital and Social Media Management

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

Skills

Strategic Planning

Community Building

Analysis and Research

SEO

Engagement

Google Analytics

Brand Marketing

Salesforce

Photoshop

Hobbies

Snowboarding, Cave Diving, Art

Languages

English



German



French



Courses

Dec 2020 – Present

Certified Content Marketer
Content Marketing Institute (CMI), Online

Jan 2019 – Apr 2019

Google AdWords Certification
Google Academy, Online