



Emily Smith

Social Media Manager

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⇨ [Pinterest](#), [Twitter](#), [LinkedIn](#)

Place of birth

San Antonio

Driving license

Full

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

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 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.

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.

Courses

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

December 2020 — Present

Google AdWords Certification, Google Academy, Online

January 2019 — April 2019