

# Emily Smith, Social Media Manager

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Place of birth	San Antonio	Driving license	Full
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LINKS	<a href="#">Pinterest</a> , <a href="#">Twitter</a> , <a href="#">LinkedIn</a>
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PROFILE	<i>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).</i>
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## EMPLOYMENT HISTORY

Jan 2020 — Present	<b>Social Media Manager, Black Goose Digital</b>	Philipsburg
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*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.

Jan 2016 — Dec 2019	<b>Social Media Manager, Red Hat Marketing</b>	Orland Park
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*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	<b>Social Media Manager, Insights Marketing</b>	Macclesfield
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*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.

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## EDUCATION

May 2018 — Dec 2020	<b>Master's Degree in Communications, City University of New York</b>	New York
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- Related Coursework: Strategic Communication Management, Social Media Branding, Digital Audience Strategy, Mass Communication, Social Community Management

Jan 2015 — Dec 2017	<b>Bachelor's Degree in Digital and Social Media Management, Fordham University</b>	New York
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- Coursework: Social Media Marketing, Social Media Marketing, Search Engine Marketing, Digital Marketing Analytics, Email Marketing, Paid Advertising on Social Media.

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SKILLS	Strategic Planning	Google Analytics
	Community Building	Brand Marketing
	Analysis and Research	Salesforce
	SEO	Photoshop
	Engagement	

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HOBBIES                      Snowboarding, Cave Diving, Art

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LANGUAGES	English	Native speaker	German	Native speaker
	French	Native speaker		

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COURSES

Dec 2020 — Present                      **Certified Content Marketer, Content Marketing Institute (CMI),  
Online**

Jan 2019 — Apr 2019                      **Google AdWords Certification, Google Academy, Online**