



# Emily Smith

SOCIAL MEDIA MANAGER

## Details

1515 Pacific Ave  
Los Angeles, CA 90291  
United States  
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DRIVING LICENSE

Full

PLACE OF BIRTH

San Antonio

## 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

## 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