MIA TAYLOR

Freelance Social Media Manager





PROFESSIONAL SUMMARY

Innovative Freelance Social Media Manager with 2 years of experience driving brand engagement through tailored social strategies. Adept at utilizing analytics to refine campaigns and boost audience interaction, while staying ahead of industry trends. Committed to creating compelling content that resonates with target demographics and elevates brand presence across platforms.

WORK EXPERIENCE

Freelance Social Media Manager

Feb/2024-Ongoing

WidgetWorks Inc.

Denver, CO

- 1. Established and maintained a robust social media presence using innovative tools like HootSuite to align with company goals.
- 2. Managed content and crisis communication for a top-ranking fast casual dining restaurant, enhancing brand reputation.
- 3. Engaged with public inquiries and addressed adverse feedback to maintain a positive online presence.
- 4. Identified and targeted media outlets for promotional campaigns, leading to increased visibility.
- 5. Conceived and implemented a strategic holiday campaign that successfully promoted the Chick-fil-A One App.
- 6. Collaborated with marketing teams to develop outreach initiatives from concept to execution.
- 7. Utilized analytics to track campaign performance and optimize future strategies.

Freelance Social Media Manager

Crescent Moon Design

- **∓** Portland, OR
- 1. Oversaw daily management of Swatch US social media accounts including Twitter, Facebook, and Instagram.
- 2. Generated monthly reports analyzing performance and engagement metrics for social media channels.
- 3. Coordinated with cross-functional teams during marketing cycle planning to enhance social media strategies.
- 4. Researched and crafted messaging aligned with Swatch US brand themes and initiatives.
- 5. Assisted various tech and local companies in developing and enhancing their social media strategies.
- 6. Executed self-directed campaign strategies focusing on audience growth and engagement.

EDUCATION

Bachelor of Arts in Communication

m Feb/2022-Feb/2023

University of California

♣ Phoenix, AZ

Studied communication theories and practices with a focus on digital media strategies.

SKILLS

Content Creation Tools Seo Knowledge Content Creation Graphic Design Skills

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ACHIEVEMENTS

Increased social media engagement by 35% through targeted campaigns.

🚰 Successfully launched a multi-platform campaign for a new product, achieving a 50% increase in brand awareness.

Developed and executed a crisis communication strategy that mitigated potential negative publicity.