

# Robert Smith

## Freelance Social Media Manager

### PERSONAL STATEMENT

A Freelance Social Media Manager professional with an artistic perspective. Capable of accomplishing a variety of different tasks within a particular setting. Excellent interpersonal skills, strong computer capabilities, and a creative approach to everyday situations.

### WORK EXPERIENCE

#### **Freelance Social Media Manager**

**ABC Corporation - April 2013 - June 2014**

##### *Responsibilities:*

- Pioneered online presence for Coffee Fests main competition; increased engagement and exposure by 200%.
- Live-blogged multiple large events; wrote and edited newsletters; networked with exhibitor companies, competitors, and attendees; handled followup duties for leads.
- Worked with marketing director to create a voice and identity for the Hotel on social media.
- Responded to negative reviews in a friendly, empathetic and positive way.
- Researched subject area related to products and events that will be the focus of a communications campaign.
- Coordinated with subject matter experts to cross-check my research on specific subject area or event to ensure accuracy prior to campaign development and launch.
- Served as our clients&rsquo; brand ambassador on social media.

#### **Freelance Social Media Manager**

**Delta Corporation - 2009 - 2013**

##### *Responsibilities:*

- Creating copy and content for Wordpress blog - Managing Instagram accounts - Monitoring competitive social media accounts - Creating content .
- Increased social media followers on various channels by over 50 percent Represented TMG LLC for various functions including Project Runway Aquafina, .
- Schedule posts according to peak activity times and audience demographic Analyze data and create new methods of approach Analyze conversion rates .
- Schedule posts according to peak activity times and audience demographic Analyze data and create new methods of approach Analyze conversion rates .
- Managed social media presence, including content creation, promotion and strategy, for small businesses and generated monthly reports.
- Facebook marketing, Twitter management, event marketing, flyer creation, guerrilla advertising, video creation.
- Work as a remote, in-house community manager for a Grand Rapids,

### **CONTACT DETAILS**

1737 Marshville Road,  
Alabama  
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[www.qwikresume.com](http://www.qwikresume.com)

### **SKILLS**

Microsoft Office, Pages,  
Facebook, Twitter,  
Google Analytics, Google  
Docs, YouTube,  
Instagram, Tumblr, Vine,  
Snapchat, Squarespace,  
Moz, Wordpress, HTML,  
Hootsuite.

### **LANGUAGES**

English (Native)  
French (Professional)  
Spanish (Professional)

### **INTERESTS**

Climbing  
Snowboarding  
Cooking  
Reading

### **REFERENCES**

Reference - 1 (Company  
Name)  
Reference - 2 (Company  
Name)

Michigan based consignment boutique.

## Education

Bachelor's In Psychology