

Robert Smith

Freelance Social Media Manager

CONTACT DETAILS

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PERSONAL STATEMENT

To obtain a Freelance Social Media Manager position Overseeing day-to-day social media operations including content calendars, asset curation and creation, copywriting, scheduling, and publishing, Optimizing content across MSKs platforms based on available data and support from larger M&C team, Helping grow MSKs social media audiences, reach and engagement across all platforms.

SKILLS

Planning, Processing,
Representational Skills.

LANGUAGES

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

WORK EXPERIENCE

Freelance Social Media Manager

ABC Corporation - May 2014 - October 2014

Responsibilities:

- Created channel and audience specific content for CharterUP's social media accounts, emails and web properties.
- Leveraged social media and website content to build CharterUP's brand and establish CharterUP as a trusted partner in the industry.
- Created social and web content to tell the stories that emerge from conversations with bus operators and passengers.
- Worked with customers to identify and create support documentation to enhance platform adoption.
- Kept up to date on social media trends and new content formats.
- Acted as an evangelist within the company to build internal social media buy-in and engagement.
- Required collaboration and monthly presentations to C-level executives.

INTERESTS

Climbing
Snowboarding
Cooking
Reading

REFERENCES

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

Freelance Social Media Manager

Delta Corporation - 2013 - 2014

Responsibilities:

- Create and schedule social media content for multiple brands to increase brand awareness Create targeted social media posts to enhance consumer .
- Continued photo editing, ad design, and social media support.
- Online presence development for several clients, including small businesses and artists Accomplishments -Creating an internet personality.
- Work with various clients on their social media presence.
- Specialty includes live streaming and live tweeting.
- Assess social goals and develop suitable strategy for proven growth Implement strategy - creating, sourcing, and organizing content for publishing on .
- Proficiently streamline online marketing and branding for small businesses, initiate brand awareness, engagement and traffic to social media pages.

Education

GED