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Freelance Social Media Manager

SUMMARY

Freelance Social Media Manager is Ensuring development of social media guidelines for faculty, staff, and MSK employees, Managing and assigning all social media requests from internal partners to ensure all areas of MSKs mission are properly promoted across all owned channels, Proactively raise issuing, observations, opportunities, and insights to the larger M&C team.

SKILLS

Representational Skills, Developing Skills, Planning.

WORK EXPERIENCE

Freelance Social Media Manager

ABC Corporation - May 2014 - October 2014

- Managed email execution from conception to deployment including promotional, triggered and transactional campaigns.
- Collaborated with C-level executives & VPs to write creative briefs and plan email marketing calendars.
- Tracked analytics to analyze program performance and adapt future campaigns to reflect insights.
- Engaged with current and prospective customers across multiple social media platforms.
- Developed and monitored new initiatives to drive e-mail list growth to support retention.
- Stayed current on email best practices and industry standards; make recommendations continuously to improve our email templates, personalization and advanced features to deliver on KPIs.
- Experienced managing social editorial calendars and content development.

Freelance Social Media Manager

Delta Corporation - 2013 - 2014

- UFN was a networking website for fashion designers, events, and boutiques.
- Designed, built and maintain the website daily.
- Fashion blogger for the Seattle Post Intelligencer and The Examiner.
- Covered many fashion events and photographed them for the website.
- Assist small businesses with social media setup -Manage and oversee social media accounts (Facebook, Instagram, Twitter, Etsy, Ebay) -Assist in .
- Assist businesses, organizations, churches and individuals with creating and securing an online social media marketing presence via various popular .
- Increased social media followers on various channels by over 50 percent Represented TMG LLC for various functions including Project Runway Aquafina .

EDUCATION

GED