ROBERT SMITH

Social Media Analyst

Phone: (0123)-456-789 | Email: info@qwikresume.com | Website: Qwikresume.com

SUMMARY

To obtain a Social Media Analyst position utilizing my experience and drive in marketing and aptitude to succeed in all marketing related fields and responsibilities.

CORE COMPETENCIES

Microsoft Office, Customer Service, Data Entry, Management, Marketing, Matlab, Networking, Powerpoint, Research, Sales, Training, Word.

PROFESSIONAL EXPERIENCE

Social Media Analyst
ABC Corporation - June 2010 – August 2010

Key Deliverables:

- Designed marketing emails three times a week to over 1,500 subscribers.
- Took control by researching and analyzing several projects regarding the city of San Francisco independently.
- Cross-analyzed competitors daily deal sites and brainstormed new ideas for Savvy Avenue.
- Managed social media including Facebook and Twitter for San Francisco, Dallas, Denver, and Cleveland.
- Brainstormed new marketing, advertising, and social media strategies through prospecting meetings daily.
- Performed cold calls for our San Francisco market where I negotiated extensively with the local merchants.
- Evolved into a project while was still in school.

Social Media Analyst
Delta Corporation - 2009 – 2010

Key Deliverables:

- Social Media and Organizations Project Fall Created a social media audit for Patron Tequila Suggested new engagement ideas.
- Maintained social media corporate sites Designed materials for marketing purposes.
- Started and updated Facebook and Twitter accounts Did phone interviews and screened potential candidates for companies Did research on how to promote.
- Responsible for quantifying the success of the overall social presence, as well as each specific social campaign, Implemented social media strategy.
- Monitor and report various social media trends and metrics Promote Swingline, Wilson Jones, and Quartet brands through Facebook, Twitter, Pinterest.
- CMS 353S Social Media and Organizations Project Fall Created a social media audit for Patron Tequila Suggested new engagement ideas.

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- Assessed website performance for Early & Often publication by using Socialmention, Topsy, and Alexa platforms -Conducted Facebook data analysis.

EDUCATION

BA

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