

Robert Smith

Social Media Analyst

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SUMMARY

Social Media Analyst with 3 years of experience in Maintaining an understanding of fundamental digital marketing metrics and how they interact and influence one another Identify daily and weekly content trends (internally and externally), to identify immediate opportunities as well as educate internally about the social media space.

SKILLS

Developing, Multitasking, Communication.

WORK EXPERIENCE

Social Media Analyst

ABC Corporation - August 2013 - September 2014

- Contributed to the development of the social media presence of an up-and-coming IT services business.
- Actively worked on and contributed to the capability statement.
- Presented the capabilities statement at conferences and networking events.
- Monitored company Facebook daily and published news and press releases.
- Consulted on the user interface of the website to ensure social media outlets were available.
- Developed insightful performance reports that assessed the social media strategy across Gannett.
- Acted as a go-to resource on how to use analytics for benchmarking digital and social initiatives.

Social Media Analyst

Delta Corporation - 2008 - 2013

- Generated reports capturing consumer insights from social platforms including Facebook, Blogs, Forums, Twitter, etc Monitored and captured information.
- Handled hi-tech clients including Samsung, Nokia, BlackBerry, and Acer in the Vietnam market Liaised with internal team and clients for monitoring.
- Experienced Social Media Analyst who is able to expertly mingle the various platforms to work together.
- Adept at Internet technology, computer productivity software, and developing effective Internet marketing programs.
- Specializes in emerging social media platforms and SEO marketing tactics.
- Work for A-list Celebrity campaigns Passion for social media and internet marketing industries Outstanding ability to think creatively, and identify.
- Evaluates social media topics for accuracy and relevance.

EDUCATION

B.S. In Communications