

Social Media Editor

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Objective

As a Social Media Editor, responsible for Leading The Forwards efforts across social media platforms grow our social audience, test engagement strategies, design and optimize content for social, and lead paid social media campaigns.

Skills

Microsoft Office, Communication Skills, Multiatking.

Work Experience

Social Media Editor

ABC Corporation - August 2004 - September 2004

- Promoted throughout a career in various positions from hard work and excellent communication skills for a local 24-hour local news channel serving more than one million cable households in the Tampa Bay Area.
- Responsible for producing content for all digital products including news and sports channels websites, mobile apps, and social media sites.
- Determined what stories were best suited for digital platforms.
- Produced special digital projects as assigned in the field.
- Collaborated with reporters as assigned.
- Found opportunities for teasing digital content on digital platforms as well as in newscasts.
- Copy edited digital content submitted by other staff members.

Social Media Editor

Delta Corporation - 1999 - 2004

- Design the newspapers social media pages and update them as needed.
- Grow the newspapers social media presence by the engaging the audience with daily posts and photos.
- Targeting potential program candidates on social media platforms like Facebook, Twitter, Instagram, and Chinese Weibo.
- Promoting Global Higher Education program and maintaining relevant news on international higher education on social media platforms.
- Created social media strategy, directly engaged with the audience, tracked and analyzed extensive analytics, and worked as part of the editorial team to.
- Guadalupe Tepeyac Management of institutional social networks IMER Del.
- Madero Mexico, DF Generation, and content selection Campaign management for radio stations (Horizonte, XEB, RMI, OPUS).

Education

BS