



ETHAN MARTINEZ

Junior Social Media Editor

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PROFESSIONAL SUMMARY

Creative Junior Social Media Editor with 2 years of experience in developing engaging content tailored for diverse platforms. Skilled in leveraging analytics to enhance audience interaction and optimize social strategies. Proven track record in collaborating with teams to create impactful narratives that drive brand engagement and foster community growth.

WORK EXPERIENCE

Junior Social Media Editor 📅 Mar / 2024-Ongoing
WidgetWorks Inc. 📍 Denver, CO

- 1. Developed and executed strategic social media campaigns that increased brand visibility and engagement across platforms.
- 2. Managed editorial calendars to ensure timely and relevant content distribution.
- 3. Collaborated with news teams to create engaging narratives that align with current events.
- 4. Pitched innovative content ideas to enhance brand partnerships and marketing campaigns.
- 5. Crafted and scheduled compelling daily posts across Instagram, TikTok, and Pinterest to drive user engagement and traffic.
- 6. Analyzed performance metrics to refine content strategies and improve engagement rates.
- 7. Engaged with online communities to foster relationships and enhance brand loyalty.

Social Media Editor 📅 Mar / 2023-Mar / 2024
Cactus Creek Solutions 📍 Phoenix, AZ

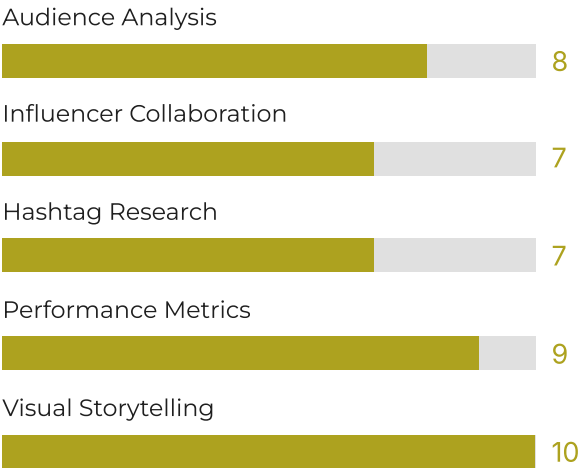
- 1. Created and published original social media content that increased audience interaction.
- 2. Monitored website traffic and social media metrics to assess campaign effectiveness.
- 3. Developed engaging stories that aligned with the brand's vision and values.
- 4. Boosted traffic to social media pages by 8% through targeted content initiatives.

EDUCATION

Bachelor of Arts in Communication 📅 Mar / 2022-Mar / 2023
University of California 📍 Seattle, WA

Focused on digital media strategies and audience engagement.

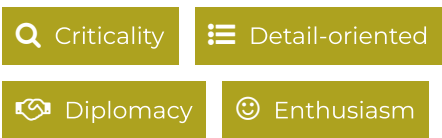
SKILLS



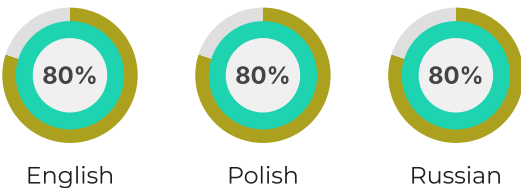
INTERESTS

- Art
- Volunteering
- Hiking
- Yoga

STRENGTHS



LANGUAGES



ACHIEVEMENTS

- 🌟 Increased social media engagement by 30% through targeted content strategies.
- 🌟 Successfully launched a viral campaign that boosted brand visibility by 40%.