

# ROBERT SMITH

## Social Media Marketing Manager I

**E-mail:** info@qwikresumc.com

**Phone:** (0123)-456-789

### SUMMARY

Spent the last decade dedicating career to digital marketing. Microsoft Online, and that got hooked onto the possibilities of the Internet. When moved to the USA, got into tech and then moved into marketing.

### SKILLS

Social Media, Marketing, Management.

### WORK EXPERIENCE

#### Social Media Marketing Manager I

ABC Corporation - September 2014 – October 2015

- Planning and managing strategic digital marketing campaigns for B2B clients, including Social Media, blog posts, content repositories.
- Managing all social media platforms for TSL Marketing, including Twitter, Facebook, Instagram, Google.
- Create, evaluate and manage B2B Social Media Strategies for clients. Create, curate and manage B2B content for TSL and clients.
- Design, create and manage Social Media Ad Campaigns and promotions.
- Maximize clients social visibility via Facebook, Twitter, LinkedIn, Pinterest, YouTube, Google+, Instagram and other emerging social platforms.
- Develop new methods to engage in the Social Media space.
- Monitor effective benchmarks for measuring the impact of B2B Social Media Campaigns.

#### Social Media Marketing Manager

ABC Corporation - 2013 – 2014

- Brand development via Facebook and Instagram.
- Developed brand strategy and statistics with paid and organic Facebook campaigns.
- Publicized and showcased multiple events with photographing the events hosted at the bar.
- IE - Halloween, Holidays and St.
- Patricks Day.
- Modeled in-person guerrilla marketing campaigns at the San Jose State University campus.
- Collaborated with the bar manager on company projects in association with the surrounding businesses..

### SCHOLASTICS

- History - (Roade School Sports College - Northampton)