

ROBERT SMITH

Social Media Marketing Manager II

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Print and digital publishing veteran turned marketing manager who creates and manages engaging content for social media channels, websites, email marketing campaigns, blog posts, videos.

EXPERIENCE

Social Media Marketing Manager II

ABC Corporation - JANUARY 2011 - MARCH 2013

- Manages the companys presence on social networking sites including Facebook, Twitter, YouTube, Yelp, Google Plus, and discussion boards.
- Developed campaigns and promotions measuring the impact of the programs.
- Analyzed and reviewed the effectiveness of the campaigns in an effort to maximize the results of the engagement.
- An advocate for the company in social media spaces, engaging in dialogues and answering questions where appropriate.
- Drove innovation, incorporated new social techniques/tools into marketing activities.
- Ongoing discussions with website designers to improve company website enhancing the design and user-friendly effects.
- Branding with logo, mission statement, design of email, Facebook, Google Plus, Twitter, Yelp, blog, and Pinterest accounts.

Social Media Marketing Manager

ABC Corporation - 2006 - 2011

- Motivated, detail oriented and highly organized Social Media Marketing Manager skilled in planning and executing social media and digital strategies spanning the auto, non-profit, restaurant and hospitality industries.
- Experienced in team management with a proven success in forging positive relationships internally and externally.
- Accomplished in converting prospective clients into paying customers.
- Manage social media marketing and brand reputation.
- Maintain daily creation of creative content and key brand messaging using a variety of social media outlets for over 100 clients Manage six individuals Train and ensure employees adhere to company standards and follows client-specific processes Plan and.
- Ability to work well under pressure and to manage multiple projects.
- In-depth knowledge of social media outlets such as Facebook, Twitter, YouTube, Yelp and Google+ Use Google Analytics for benchmarking and measurement purposes.



EDUCATION

- B.A. in Human Communication - 2004(California State University)



SKILLS

Microsoft Office, Customer Service.