

ROBERT SMITH

Lead Social Media Marketing Manager

Phone: (0123)-456-789 | Email: info@qwikresume.com | Website: Qwikresume.com

SUMMARY

Analytical online reputation manager focused on customer satisfaction, rapid response, increasing brand awareness, and creating relevant content. Over 9 years of experience in social media, digital marketing, and online engagement.

CORE COMPETENCIES

Microsoft Office, Keynote, Hootsuite, Vertical response.

PROFESSIONAL EXPERIENCE

Lead Social Media Marketing Manager ABC Corporation - July 2015 – July 2016

Key Deliverables:

- Responsible for curating relevant content to reach ideal business customers, as well as creating and managing all published content.
- Cultivated leads and sales through social correspondence. Executed online advocacy and open stream for cross-promotions.
- Developed and expanded community outreach efforts, and designed all social media content.
- Drove marketing strategies through comprehensive mapping to prove metrics.
- Analyzed campaigns and translated qualitative data into recommendations and plans for revising future Social Media campaigns.
- Maximized results through monitoring and reporting on effective practices for measuring the impact of Social Media campaigns.
- Communicate, determining the audience, and measuring tactics to implement the strategy of the organizations goals.

Social Media Marketing Manager DRESS - 2011 – 2015

Key Deliverables:

- Create and advise all content for social media accounts.
- Use Adobe Photoshop to create all marketing content.
- Design all email layouts and manage them through MailChimp.
- Manage direct mail services.
- Track social media statistics through IconoSquare.
- Plan events, pop-up shops and collaborations.
- Photograph, edit and research brands..

EDUCATION

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Bachelor of Science in Marketing Management - (WILMINGTON UNIVERSITY - New Castle, DE)

