

# Social Media Strategist

## ROBERT SMITH

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### Objective

Marketing professional with digital strategy experience with a strong background in content creation and social media marketing. Experienced in utilizing various social media platforms to generate higher page views.

### Skills

Microsoft Office, Excel, Data Entry.

### Work Experience

#### Social Media Strategist

**BRAFTON** - 2013 - 2019

- Present Brafton is an online news and content agency that offers integrated content marketing services.
- Social Media Strategist Serves as client consultant for all social media strategies.
- Implements strategies across a number of social media channels - including Facebook, Twitter, LinkedIn.
- Increase viewership both on social media channels and clients websites through engaging, thought-provoking content.
- Tracks results of social media strategies and reports on campaign successes with specific metrics from various management tools.
- Collaborate cross-departmentally (Graphics, Video, Editorial) to execute social campaigns for clients.
- Maintain thought leadership for an extensive client base of clients ranging from lifestyle tips to big data.

#### Social Media Strategist

**ABC Corporation** - 2009 - 2013

- Responsible for social media strategy and content creation for multiple business units to increase visibility and brand awareness.
- Launched social media presences on Twitter, Facebook, LinkedIn, You Tube, Google+, Instagram, Foursquare and Yelp to build community of followers to promote emergency medicine, urgent care, hospitalist medicine, medical scribe and admission review services.
- Launched emergency medicine blog to attract emergency medicine clinicians and hospital administration.
- The blog receives 12,000 visits annually.
- Launched urgent care consumer blog to promote urgent care services and physicians.
- The blog receives 3,500 visits annually.
- Crafted company social media policy..

### Education

