Sr. Social Media Strategist

ROBERT SMITH

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Objective

Looking for a position as a multimedia journalist where can further develop skills and do unrestricted, unbiased reporting in a new area close to family. Comfortable working with a team or alone as an individual, and thrive in fast paced environments.

Skills

Mac OS X, Hoot suite, Peach tree Accounting, Microsoft Office.

Work Experience

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ABC Corporation - January 2007 – April 2015

- Gathered, explored and evaluated news-leads and tip-offs to generate interesting story ideas.
- Collected, investigated and validated facts and other information related to news leads and stories.
- Prepared exciting news items, videos, and illustrations, for different multimedia platforms.
- Performed proper editing and timely delivery of all multimedia materials. Executed onsite live reporting, live newscasts.
- Adhered to established editorial style and format standards, in a dedicated manner.
- Developed and used new interesting story-ideas and helpful news sources.
- Collected, verified and utilized factual information for writing multimedia news stories and content.

Social Media Strategist

LTD COMMODITIES - 2003 – 2007

- Bannockburn, IL LTD provides unique and affordable products to millions of customers each year through both online and mail- order catalogs.
- Social Media Strategist September 2011 - Present Collaborate with other marketing staff to integrate and complement marketing strategies and campaigns across two websites and multiple social channels.
- Manage a yearly budget of 40k for social media outreach and ads while increasing ROAS by 3%.
- Include analyzing data to create social content calendars including post images while utilizing Hootsuite for content publishing and social applications.
- Write, publish, and work with guest bloggers to create original content for multiple blogs.
- SEO copy writing for two websites and integrate keywords into social content.
- Provide social customer service when needed..

Education

- (American Military University - Charles Town, WV)

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