**SENIOR LEVEL SOCIAL MEDIA MANAGER RESUME**

Terry Thompson

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**Profile**

Talented social media professional with a proven history of attaining measurable results. Experienced in using social media platforms to drive conversion rates, improve online engagement, increase e-commerce sales and grow followers. Over 10 years of practice in digital marketing and social media management.

**Professional Experience**

**Social Media Strategist, Elevate Media, Philadelphia, PA. May 20XX – Present**

* Work with marketing leads to create effective social media campaigns across Facebook, Instagram, Twitter, Snapchat and TikTok
* Create specialized marketing campaigns targeting Gen Z and millennial web users
* Develop tracking methods to best assess and present the efficacy of social media campaigns
* Present on social media strategy and results to senior management based on corporate objectives
* Assist interns and associates to keep social media account management running smoothly and appropriately

**Marketing Associate, XYZ Media Resources, Philadelphia, PA. June 20XX – May 20XX**

* Supported all aspects of marketing operations, including SEO and SEM, copywriting and social media marketing
* Led social media campaigns on Facebook, including overseeing post creation and posting and cultivating follower engagement
* Participated in the creation of marketing campaigns, including identifying objectives and offering suggestions regarding ways to accomplish goals
* Tracked marketing performance using tools like Google Analytics to determine how well campaigns are working
* Identified weaknesses in marketing plans to refine campaigns for best results

**Education**

Bachelor of Arts, Communication, University of Pittsburgh, Pittsburgh, PA

August 20XX to May 20XX

**Key Skills**

* Copywriting
* Digital marketing
* Facebook
* Google Analytics
* Instagram
* Snapchat
* TikTok
* Twitter