**SOCIAL MEDIA MANAGER RESUME**

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**Summary**

Driven social media manager with 5+ years of experience growing followings for top firms. Seeking to grow Greenfire Reach's engagements massively. At Million Eyeballs , averaged 24% increase in social shares and 30% engagement boost for clients.

**Experience**

**Social Media Manager, Million Eyeballs Agency, Mason City, Iowa, 20XX–20XX**

* Managed team of 3 social media associates, increasing followers 25%, generating 12+ text, video, and image posts per day.
* Ran contests that generated 500 to 3,500 Facebook shares for clients like the University of Iowa and Casey's General Stores.
* Sourced 700+ images and wrote over 500 captions. Used Photoshop and Illustrator to develop 300+ original designs.
* Actively responded to and answered 1,000+ consumer questions. Increased 1-on-1 engagement with target market 200%.
* Directed social media campaigns that created a 24% increase in social shares and a 30% increase in overall engagement with posts.

**Social Media Manager, Chargepath Stores, Mason City, Iowa, 20XX–20XX**

* Created and scheduled 50+ social media posts per week in Facebook, Twitter, Instagram, and other channels.
* Raised audience engagement by 30% in 6 months.
* Optimized posts by testing out content at different times.
* Ran Facebook contest generating 2,000+ shares and 8,000 comments. All 25 stores saw a 20% jump in revenue.

**Education**

BS Marketing

Iowa State University

20XX–20XX

Conducted senior project that got 3,000 Facebook shares, raising $4,500 for a local animal shelter.

**Certifications**

* 20XX - Social Marketing Certificate - Hootsuite
* 20XX - Social Media Certification - Boot Camp Digital

**Additional Activities**

* Maintain 15,000+ Twitter followers and 7,000+ Instagram followers.
* Used Facebook to raise donations 22% for local animal shelter.

**Skills**

* **Hard Skills:** strategy, planning, social campaign management, copywriting, market research
* **Soft Skills:** communication, collaboration, interpersonal skills, creativity