**SOCIAL MEDIA MANAGER RESUME**

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**Experience**

**Detroit, MI, GLOVER LLC, August 20XX-Present**

* Ensure digital opportunities are maximized by integrating into all marketing plans and practices working across functional departments and markets
* Active role in managing marketing department editorial calendar and dictate digital content for publishing
* Drive success for all digital marketing efforts through SEO, SEM campaigns, content marketing, digital tool analytics and social media monitoring
* Planning and organising
* Building relationships & management of internal business stakeholders, media buying and digital creative agencies
* Presenting and communicating information
* Responsible for maintaining workflow, budget and planning standards in the digital space

**San Francisco, CA, ROGAHN, MCGLYNN AND BRAUN, February 20XX-December 20XX**

* Serve as a visionary for social media and digital content strategy, acting as a proactive subject matter expert in social and digital media and developing team guidelines and protocols along with an ongoing staff and SA training program
* Establish short- and long- range objectives and develop strategic and technical plans for implementing social media campaigns
* Work with IT staff and web provider/ OCM web developers to troubleshoot issues and integrate social media and the website, along with integration into udel.edu
* Develop and execute digital growth campaigns to increase exposure for Delaware Athletics (paid advertising, Google Adwords, Crowdfire, influencer campaigns, etc.)
* Stay abreast of technological advancements and trends in the digital space and collaborate on the research, procurement, and implementation of present and emerging technologies across social media and the website that can enhance Delaware Athletics' outreach and engagement
* In conjunction with the Associate AD, research, evaluate and implement social media presence for the University on new platforms.
* Think strategically and apply market techniques to increase visibility, boost traffic, engage with constituents and measure impact of efforts
* Lead digital analytics and metrics reporting, including utilizing Google Analytics, in platform metrics, Hootsuite and audience surveys to help the team optimize our content approach, increase engagement and raise the visibility of Delaware Athletics

**Detroit, MI, NOLAN, WOLFF AND LARSON, July 20XX-October 20XX**

* Manage, mentor and coach staff members consistently; establish performance goals and conduct reviews
* Lead social and influencer engagement/blogger outreach/community management/paid media buys
* Work well with a variety of key internal and external stakeholders
* Demonstrated proficiency in developing creative ideas and bringing them to life through storytelling and presentation
* Develop and deliver client presentations related to digital (social/influencer/paid) activations
* Deep day-to-day management and expertise in the client’s digital (social/influencer/paid) landscape
* Oversee updates to social platforms, sites and applications and support live event coverage in social spaces

**Education**

Bachelor’s Degree in Advertising

AUBURN UNIVERSITY

**Skills**

* Demonstrable passion for social media and marketing/advertising
* Clear, coherent, and strong written and verbal presentation skills, including knowledge of grammar rules
* Great eye for detail and aesthetics
* A pro-active team player, you are highly self-motivated with a passion for beauty and related categories, consumer marketing, and all things digital
* Strong research and organizational skills
* Strong problem-solving skills
* Excellent Microsoft Office skills
* Detail oriented and a strong communicator, you’re comfortable influencing and presenting to senior management
* Strong analytic and insight skills help you deep dive into results, translating them into actionable recommendations.
* Experience with customer data-led digital marketing campaigns