**SOCIAL MEDIA MANAGER RESUME**

Karen Brown

Dayjob Limited

The Big Peg

120 Vyse Street

Birmingham B18 6NF

England

T: 0044 121 638 0026

E: info@dayjob.com

**Personal Summary**

Karen is a seasoned professional in the development and execution of social media engagement, monitoring, reporting and analysis. She has extensive knowledge of social media sites, trends, tools and analytics platforms. As a true professional she has the ability to balance a company’s, editorial and social marketing objectives, thereby ensuring that a target audience gets the right message. During her career she has worked with PR teams on Twitter, Facebook, YouTube, Tumblr, Google+, LinkedIn and Instagram campaigns. She is a resourceful and savvy online specialist who is not only able to oversee a business’s social media channels but is also able to contribute to its daily content offering. Having a strong pulse on the digital and social landscape means that she can play a significant role in tracking, monitoring, and analyzing an organization’s reputation online. Right now, she would like to work for a company that places a strong emphasis on the growth and development of its employees.

**Career History**

**SOCIAL MEDIA COORDINATOR – January 20XX – present. Employers name – Coventry**

* Primarily responsible for the day-to-day execution of social media campaigns.
* Liaising closely with the Social Media Manager to ensure that the company message is being executed online.
* Developing and executing specific digital and social integrated marketing campaigns.
* Writing, updating and maintaining content for websites and mobile sites.
* Training staff members in social media techniques.
* Present social media campaigns to senior managers and clients.
* Writing reports to senior managers on the performance of marketing campaigns.
* Building relationships with new online influencers.
* Assigning, editing, and writing content.
* Developing Search Engine Optimisation campaigns.
* Attending industry related conferences.
* Adhering to the editorial calendar to ensure that content is released on time.
* Managing online discussions and responding to genuine user comments and grievances.

**Key Skills and Competencies**

* Experience of community building and engagement on relevant social media platforms.
* Cultivating new online communities.
* Managing branded online communities.
* Experience of managing and leading a team.
* Ability to work rapidly and meet deadlines under pressure.
* Proficient in data analytics, particularly Excel.
* Strong interpersonal, collaborative, and organizational skills.
* Ability to develop website documents.
* Capable of multi-tasking and coordinating.
* Strong verbal, writing and grammatical skills.
* Ability to quickly fit into an existing team.

**Areas of Expertise**

* Public Relations
* Social Media Communications
* SEO

**Academic Qualifications**

* Central Birmingham University – Marketing Degree 20XX – 20XX
* Aston College – HND 20XX – 20XX
* Coventry School; O levels Maths (A) English (B) Geography (B) Physics (A)