**SOCIAL MEDIA MANAGER RESUME**

Maxine Curry

The Big Peg

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**Personal Summary**

Maxine is highly computer literate and a prolific personal user of all aspects of social media. She can leverage mobile and social media campaigns to grow market share and expand brand awareness. What really sets her apart from others is her ability to make things happen and gets results. As someone who already has a multitude of successful campaigns under her belt, she is almost guaranteed to be successful in any role that she undertakes. With any company that she has joined she has always hit the ground running and got on with the job. As a true professional she never accepts the status quo and is constantly looking for ways in which she can improve existing processes. An experienced marketer who is passionate about implementing social media projects to meet commercial goals. Right now, she would like to join a company where there is genuine scope of further progression within the company.

**Career History**

**Social Media Manager – Start Date – Present. Employers name – Location**

* Responsible for developing and then implementing the company’s online Social Media campaigns.
* Leading the company’s efforts to be heard and get noticed online.
* Directly managing and governing the execution of all social media activities.
* Running paid advertising campaigns on social networks.
* Developing the company’s online brand strategy.
* Managing a social media content calendar for the company and executing against it.
* Writing copy for social platforms, newsletters and blog posts.
* Working alongside third-party PR teams to create engaging content.
* Managing content development and publishing.
* Responsible for the generation of ideas.
* Building a reputable online presence.
* Engaging with and inspiring colleagues at every level.
* Driving traffic to the company’s website.

**Key Skills and Competencies**

* Passionate about creating entertaining online content.
* Able to adapt her writing style across multiple brands and categories.
* Highly creative, innovative, and resourceful mind-set.
* Superb influencing and communication skills.
* Able to work in a cross functional environment.
* Used to working to deadlines under pressure.
* Natural collaboration and bridge-building skills.
* Have large amounts of resilience.

**Areas of Expertise**

* Consumer research
* Content creation
* Community management

**Academic Qualifications**

University name

Degree details

CGPA 3.37  
20XX-20XX