**SOCIAL MEDIA MANAGER RESUME**

Lara Thomas

The Big Peg

120 Vyse Street

Birmingham B18 6NF

England

T: 0044 121 638 0026

E: larathomas88@email.com

**Personal Summary**

A super sharp and switched-on Social Media Manager who is able to get the right messages to the right people across the right platforms. Maxine fully understands the power of social media and knows everything about the current trends, technologies and advancements in this field. She works hard, is driven by success and has a keen sense of purpose in everything she does. As a true leader she is able to bring out the very best in others. In her current role she provides social media support to the company’s growing list of clients and exciting projects. During her career she has worked for small companies as well as multi-national brands across a variety of industries. Right now, she is looking for an exciting opportunity to join a leading organization on a fixed term or contract basis.

**Career History**

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

* Responsible for working as part of a close-nit team delivering integrated Direct Marketing and Social Media campaigns.
* Choosing the most relevant social media channels for customer engagement.
* Being the main point of contact and liaison for social media providers such as YouTube and Facebook.
* Creating engaging online conversations with prospects, customers and industry influencers.
* Showing work colleagues how to effectively use social media to get a message across.
* Making sure that social media activities are not duplicated.
* Generating new content across multiple platforms such as LinkedIn, Twitter, Facebook, Instagram, Pinterest and Google+.
* Using digital measurement tools such as Google Analytics.
* Writing new copy and amending existing copy.
* Managing the company’s community on platforms like Twitter and Instagram.
* Uploading content and pictures on to the company’s website and social media platforms.
* Managing the social media budget.

**Key Skills and Competencies**

**Professional**

* Knowledge of social media platforms’ terms and conditions.
* Able to work at a fast pace for long periods of time.
* Up to date with the latest developments in the world of social media.
* Has an innovative approach towards problem solving.
* Have a perfect command of grammar.
* Ability to work within tight deadlines and to adjust to changing priorities.
* An active listener who keeps an ear open for useful information.

**Personal**

* Championing innovation at every opportunity.
* Not afraid to do things differently to get results.

**Areas of Expertise**

* Blogging
* Social media platforms
* Stakeholder management

**Academic Qualifications**

University name

Degree details

CGPA 3.37  
20XX-20XX