**SOCIAL MEDIA MANAGER RESUME**

Sasha Jones

The Big Peg

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**Personal Summary**

A natural born leader who knows exactly how to use social media to add value to a company’s marketing programs. Maxine has a track record of helping companies to grow their social media presence and audience. She is very good at maximizing online reach and engagement by analyzing and improving existing social media campaigns. Her key strengths include driving website traffic, lead generation and putting together funny as well as engaging content for social media. Possesses superb communications skills which have been fine-tuned through years of running successful projects. Right now, she would like to work for a company that has high levels of staff retention and who are very well respected over the Internet.

**Career History**

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

* Responsible for executing the company’s online social media and digital marketing plans.
* Making sure that social media activity hits the mark, every time, whatever the platform.
* Leading social media campaigns across multiple platforms.
* Having a 24/7 approach to responsibilities.
* Measuring the effectiveness and reach of any existing social media campaigns.
* Controlling a range of social media and Communication channels across the business.
* Advising on how best to communicate the company’s brand to an online audience.
* Ensuring that success is measured accurately in any reporting.
* Organizing live blogging events.
* Involved in the creation of social media content from start to finish.
* Adhering to best practice and brand guidelines.
* Managing editorial calendars.
* Creating editorial themes.
* Managing the company’s partnership programs.
* Engaging with consumers online to drive and lead conversations.

**Key Skills and Competencies**

* Genuine and natural interest in social media.
* Firm grasp of the very latest SEO techniques.
* Having an integrated marketing approach that maximizes impact.
* Ability to manage multiple projects at once.
* Can communicate information and ideas in a clear and concise way to a targeted audience.
* Experience of the blogging ecosystem.
* Can always be trusted to do the right thing.
* Willing to work varied shifts, including weekends and holidays.

**Areas of Expertise**

* Online content
* Copywriting
* Media buying

**Academic Qualifications**

University name

Degree details

CGPA 3.37  
20XX-20XX