

Terry Thompson
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Profile

Talented social media professional with a proven history of attaining measurable results. Experienced in using social media platforms to drive conversion rates, improve online engagement, increase e-commerce sales and grow followers. Over 10 years of practice in digital marketing and social media management.

Professional Experience

Social Media Strategist, Elevate Media, Philadelphia, PA

May 2015 - Present

- Work with marketing leads to create effective social media campaigns across Facebook, Instagram, Twitter, Snapchat and TikTok
- Create specialized marketing campaigns targeting Gen Z and millennial web users
- Develop tracking methods to best assess and present the efficacy of social media campaigns
- Present on social media strategy and results to senior management based on corporate objectives
- Assist interns and associates to keep social media account management running smoothly and appropriately

Marketing Associate, XYZ Media Resources, Philadelphia, PA

June 2008 - May 2015

- Supported all aspects of marketing operations, including SEO and SEM, copywriting and social media marketing
- Led social media campaigns on Facebook, including overseeing post creation and posting and cultivating follower engagement
- Participated in the creation of marketing campaigns, including identifying objectives and offering suggestions regarding ways to accomplish goals
- Tracked marketing performance using tools like Google Analytics to determine how well campaigns are working
- Identified weaknesses in marketing plans to refine campaigns for best results

Education

Bachelor of Arts, Communication, University of Pittsburgh, Pittsburgh, PA

August 2006 to May 2010

Key Skills

- Copywriting
- Digital marketing
- Facebook
- Google Analytics
- Instagram
- Snapchat
- TikTok
- Twitter