

Tabatha Thompson
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Profile

Experienced media expert dedicated to driving measurable results through social avenues with over 8 years of hands-on marketing experience. Passionate about using new and cutting-edge strategies to convert customers and drive engagement, including incorporating new platforms and ideas to create marketing campaigns that resonate.

Professional Experience

Social Media Manager, Xpert Associates, Pittsburgh, PA

May 2014 - Present

- Oversee all social media campaigns, including managing associates and ensuring content calendars are met and all tasks are carried out properly
- Partner with marketing executives to determine priorities and create compelling, effective campaigns
- Work to expand reach across as many platforms as possible, incorporating new opportunities like Snapchat and TikTok as appropriate
- Spearhead a campaign designed to boost engagement that increased fan base by 30% and yielded increased click-through rates by 18%

Social Media Analyst, Sprout, Pittsburgh, PA

July 2011 - April 2014

- Worked to determine the efficacy of social media campaigns across all platforms, including Facebook and Twitter, to inform the evolution of plans
- Used Google Analytics and in-house tools to analyze performance across social media campaigns
- Tracked metrics including engagement, conversion rates, social sharing, social buying and click-through
- Used reporting tools to collect information and present it to team leads and executives

Education

Bachelor of Science, Marketing, Pennsylvania State University, State College, PA

August 2007 to May 2011

Key Skills

- Account management
- Corporate reporting
- Google Analytics
- Microsoft Office
- Social media analytics
- Social media management