

Aliya Jackson

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PROFILE

A Social Media Manager with seven years of experience defining digital strategies and brand messaging for clients across a variety of industries. A proven track record of successfully growing audiences by up to 300%. Adept at interfacing with users and building online communities to enhance engagement.

PROFESSIONAL EXPERIENCE

Social Media Manager

Codex Marketing Inc., Los Angeles, CA | May 2018 – Present

- Lead webinars for clients to provide insights and strategies for using social media to support marketing initiatives, resulting in a 92% client retention rate
- Increase Instagram followers by 400% and Facebook followers by 250% in less than six months for a major client account valued at \$800K
- Coordinate with internal marketing teams and client stakeholders to support growth initiatives and global marketing efforts for enterprise companies
- Wrote two case studies on social media that were published in industry publications

Social Media Manager

Advanced Marketing Solutions, Los Angeles, CA | June 2016 – May 2018

- Tracked social metrics daily for clients and provided recommendations to improve user engagement and grow audiences, resulting in a 50%-100% increase on average
- Produced effective and engaging content for a variety of client brands, including nonprofits, medium-sized businesses, healthcare organizations, and Fortune 100 companies
- Designed, managed, and executed sponsored Facebook and Instagram ad campaigns for 15+ clients concurrently and performed A/B testing to optimize messaging

EDUCATION

Bachelor of Science (B.S.) Marketing

University of Los Angeles,
Los Angeles, CA
September 2012 – June 2016

KEY SKILLS

- Social Media Strategy
- Digital Marketing
- Community Management
- Brand Messaging
- Editorial Calendars

CERTIFICATIONS

- Google Data Analytics Professional Certificate, Google, 2018
- Social Media Marketing Certificate, Cornell University, 2017