

# 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