

AMELIA JAMES

437 America Road,
Portland, ME 04059
ameliajames@example.com
(123) 456-7891

EDUCATION

Bachelor of Arts in Public Relations and Applied Communication

University Of Vermont
Burlington, VT
September 2005 - May 2009

KEY SKILLS

- Customer service
- Data analysis
- Google Analytics
- Leadership
- Relationship-building
- Research
- Social media management software: Sprout Social, Radian6
- Video editing
- Writing

CERTIFICATIONS

- Professional Certified Marketer (PCM)[®] in Digital Marketing, American Marketing Association, 2015

Results-oriented leader with over 10 years of notable success working on corporate in-house social media teams. American Marketing Association Professional Certified Marketer (PCM)[®] in Digital Marketing who is adept at improving customer engagement through effective use of social media management software, such as Hootsuite and Radian6, and a superstar at using social media to build and mend relationships with customers on behalf of the brand.

PROFESSIONAL EXPERIENCE

Director of Social Media

Tom's of Maine, Kennebunk, ME | December 2018 – Present

- Initiate and manage creative social media campaigns for Tom's of Maine events, responsible for a 40% growth in attendance between 2018 and 2019
- Collaborate with marketing, sales, and advertising teams to ensure consistent messaging
- Improve Tom's of Maine's social media customer engagement with compelling content and strategic use of Sprout Social, achieving 120% increase in engagement since December 2018
- Determine return on investment for social media and present data results to the marketing department and executive team

Senior Social Media Specialist

CVS Health, Woonsocket, RI | July 2015 – November 2018

- Trained various branches of the company in CVS Health's corporate social media guidelines
- Increased customer satisfaction from an average rating of 3.2 to 4.5 stars by responding to and resolving issues via social media
- Planned and carried out five user-generated content competitions and used the content submitted to grow the company's digital followings by at least 150% each
- Wrote and published a style guide for company personnel to follow when posting on social media

Communications and Social Media Associate

Ben & Jerry's, South Burlington, VT | July 2013 – November 2015

- Performed crisis and everyday reputation management via content and interactions on Ben & Jerry's social media channels
- Applied data analysis skills to identify consumer habits and develop solutions for how to better reach them
- Assisted in management of department budget
- Produced and edited publications for internal audiences