

# NOAH JOHNSON

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Highly motivated social media account manager with nearly three years of experience overseeing client accounts, managing account coordinators, and facilitating the development of creative social media. HubSpot certified in content, email, and inbound marketing. Expert at using social media copy and graphics to increase conversions and customer satisfaction, and responsible for spearheading the effort that used social media to increase Blackbaud's blog traffic by 300% in eight months.

## EDUCATION

### BACHELOR OF SCIENCE IN SOCIAL MEDIA MANAGEMENT

Liberty University Lynchburg, VA  
August 2014 - May 2018

## KEY SKILLS

- Sprout Social
- Behavioral psychology
- Customer service
- Time management
- SEO
- Pitching
- Writing
- Crisis communication

## CERTIFICATIONS

- HubSpot Content Marketing Certification, HubSpot Academy, 2020
- HubSpot Inbound Marketing Certification, HubSpot Academy, 2018
- HubSpot Email Marketing Certification, HubSpot Academy, 2018

## PROFESSIONAL EXPERIENCE

### SOCIAL MEDIA SPECIALIST

Blackbaud, Charleston, SC  
February 2020 – Present

- Employ data analysis tools like Google Analytics and Facebook Insights to closely evaluate and develop reports on social media effectiveness
- Verify compliance of all brand content with company SEO and SMO strategies and approve the release of all company-owned social media
- Produce weekly status reports and data-backed final campaign evaluations
- Increased blog traffic by 300% in eight months by sharing posts accompanied by creative copy on all of Blackbaud's social media outlets

### SOCIAL MEDIA MARKETER

Publix Super Markets, Charleston, SC  
July 2018 – January 2020

- Used data analysis to help grow the company's Instagram audience by approximately 16,500 followers in nine months
- Created engaging text, graphics, and video content for multiple Publix social media channels
- Increased favorable brand-related material on the web and social media by collaborating with influencers
- Raised customer satisfaction by 25% in three months by monitoring social channels and purposefully interacting with frustrated followers