

Professional Experience

Social Media Account Manager

New England Social, Hartford, CT | July 2019 – Present

- Host webinars for clients that focus on using social media for their marketing advantage
- Boosted one client's Instagram followers by 400% and another client's Facebook followers by 250% in less than six months
- Established four well-balanced teams that manage social media growth initiatives for many large-scale global clients
- Wrote two case studies on social media that were published in industry publications

Social Media Account Coordinator

Social Butterflies, Hartford, CT | August 2014 – June 2019

- Tracked clients' social metrics daily and provided recommendations for improvement based on my analysis
- Produced effective and engaging content for a variety of client brands, from nonprofits to Fortune 100 companies
- Maintained positive client relationships through regular check-ins via phone, email, or Zoom
- Designed, managed, and carried out sponsored Facebook and Instagram ad campaigns for as many as 15 clients at one time
- Completed A/B testing to determine best messaging for clients

Education

Bachelor of Arts in Digital Media

New York University New York, NY | September 2010 - May 2014

Certifications

- Google Analytics IQ Certification, Google, 2018

Avery Allen

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Social media marketing and management expert with more than seven years experience in a fast-paced agency setting and a reputation for strong leadership, rapid results, and managing a large number of clients at one time. Extensive knowledge and long history of success in social media metrics, specifically Google Analytics, and community management.

Key Skills

- Creativity
- Community management
- Customer service
- Proofreading/editing
- Editorial calendars
- Microsoft Word, Excel, and Access
- Adobe Illustrator