# SKYLER THOMPSONN

Boston, MA 12345   skylerthompson@example.com   (123) 456-7890   LinkedIn | Portfolio

A Social Media Marketing Expert 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.

## EDUCATION

**BACHELOR OF ARTS (B.A.) MARKETING**
Boston College, Boston, MA
September 2012 – June 2016

## KEY SKILLS

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

## CERTIFICATIONS

- Meta Social Media Marketing Professional Certificate, Coursera, 2019
- Content Marketing Certification, HubSpot Academy, 2017
- Social Media Marketing Certification, HubSpot Academy, 2016

## PROFESSIONAL EXPERIENCE

**SOCIAL MEDIA MANAGER**
New England Social, Boston, MA
July 2019 – 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 SPECIALIST**
Rayne Marketing Consultants, Boston, MA
June 2016 – July 2019

- Tracked clients' social metrics daily 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