

Professional Experience

Director of Social Media

Ballard Funding Inc., Seattle, WA | March 2016 – Present

- Oversee all aspects of social media strategy for a \$50M personal loan company, develop and execute high-impact digital marketing campaigns, and grow followership by 500% across all social media platforms, contributing to a 5% increase in annual revenue
- Collaborate with marketing, sales, and advertising teams to enhance brand messaging and ensure alignment with target audiences and demographics
- Improve social media customer engagement with compelling content and strategic use of Sprout Social, resulting in a 120% increase in engagement
- Determine ROI for social media and present data results to the marketing department and executive team

Social Media Manager

Cadence Technologies, Seattle, WA | June 2013 – March 2016

- Developed innovative digital marketing strategies for a technology start-up with over \$10M in venture capital funding, coordinated with senior leadership to establish brand identity, and executed a variety of digital media campaigns
- Grew followership across LinkedIn and Facebook by 300% and developed style guidelines for the marketing department to ensure consistency of brand messaging

Education

Bachelor of Arts (B.A.) Marketing

University of Washington, Seattle, WA | September 2009 – June 2013

Certifications

- Professional Certified Marketer (PCM)® in Digital Marketing, AMA, 2016
- Content Marketing Certification, HubSpot Academy, 2014
- Social Media Marketing Certification, HubSpot Academy, 2013

Raheem Richardson

(123) 456-7890

raheemrichardson@example.com

[LinkedIn](#) | [Portfolio](#)

Seattle, WA

A results-oriented marketing leader with over ten years of experience building successful social media accounts for a wide range of businesses and corporations. A proven track record of managing in-house social media teams to increase user engagement and raise brand awareness. Adept at defining public relations and crisis communication strategies to repair brand image and mend relationships with customers.

Key Skills

- Crisis Management
- Social Media Marketing
- Cross-functional Leadership
- Google Analytics
- Sprout Social