**FIRST NAME, LAST NAME**

First&lastname@gmail.com

(xxx) xxx-xxxx

LinkedIn URL

E X P E R I E N C E

Social Media Manager | Company Name

New York, NY (remote) | 2020-Present

* Develop and execute social media strategies to increase brand visibility and engagement.
* Create compelling content and manage online communities to foster positive brand perception.
* Utilize analytic tools to track performance and provide data-driven insights.
* Manage paid social media advertising campaigns to drive targeted traffic.
* Generated a 90% growth in social media engagement through implementing content, contests, and campaigns.

Copywriter | Company Name

Los Angeles, CA (remote) | 2015-2020

* Crafted persuasive and engaging copy for various marketing channels, including social media, websites, and advertisements.
* Developed compelling content to capture target audience and generate increased traffic on sites.

Media/PR Intern | The University of Scranton

Scranton, PA | Spring 2015

* Assisted Lead Media Manager with various tasks, including drafting and editing social media content.

O B J E C T I V E

Results-driven social media manager with proven track record in executing effective social media strategies. Seeking a challenging opportunity to leverage expertise in content creation, community engagement, and data-driven insights to drive brand awareness, engagement, and growth.

S K I L L S

Platforms:

* Instagram
* TikTok
* Facebook
* Twitter
* LinkedIn

Analytics & Management Tools:

* Google Analytics
* Instagram Insights
* TikTok Pro
* Facebook Insights
* Twitter Analytics
* LinkedIn Analytics
* Hootsuite Analytics

Content Management Systems:

* WordPress
* HubSpot CMS
* Squarespace

Additional Programs:

* Google Keyword Planner SEO
* Adobe Photoshop
* Canva

E D U C A T I O N

The University of Scranton | Scranton, PA

* Bachelor of Arts in Communication
* Minor in English | 3.75/4.0 GPA