

[First Last Name]

[City, State] | [email@example.com] | [(555) 555-5555] | [LinkedIn URL] | [Portfolio / Social Handle]

PROFESSIONAL SUMMARY

[Results-driven **Social Media Manager** with [X]+ years of experience developing data-informed content strategies across [Facebook, Instagram, TikTok, LinkedIn, X, and Pinterest]. Skilled in **audience growth, paid social campaigns, and influencer collaborations** that increase brand awareness and conversions. Proven track record of optimizing content using **analytics, A/B testing, and social listening tools** to drive engagement and ROI. Adept at cross-functional collaboration with creative, product, and customer success teams to maintain a consistent brand voice and deliver measurable business outcomes.]

PROFESSIONAL EXPERIENCE

[Senior Social Media Manager] | [Company Name]

[Month YYYY] – Present | [City, State]

- Led end-to-end social media strategy across [Facebook, Instagram, TikTok, LinkedIn, and X], increasing total follower base by [XX%] and average engagement rate by [X.X%] within [12] months using [content pillars, posting calendars, and data-driven optimization].
- Planned, executed, and optimized paid social campaigns using [Meta Ads Manager] and [LinkedIn Campaign Manager], achieving a [XX%] reduction in cost-per-click and [XX%] lift in lead volume through refined audience targeting, creative testing, and budget reallocation.
- Implemented a standardized reporting framework in [Google Data Studio] / [Looker Studio] pulling data from [native platform analytics, Google Analytics, and UTM tracking], enabling weekly performance reviews and informing quarterly content and budget decisions.

[Social Media Specialist] | [Company Name]

[Month YYYY] – [Month YYYY] | [City, State]

- Managed day-to-day content production and scheduling via [Hootsuite / Sprout Social / Buffer], executing a consistent posting cadence across [X] channels and improving average post reach by [XX%] through optimized timing and format experimentation.
- Collaborated with design and copy teams to create [short-form video, carousels, stories, and Reels], driving a [XX%] increase in video views and [XX%] uplift in click-through rate on key campaign posts using platform-native best practices.
- Monitored brand mentions and competitor activity using [Brandwatch / Sprout Social / native listening tools], responding to community inquiries within [X] hours and surfacing insights that informed FAQs, product updates, and customer education content.

EDUCATION

[Bachelor of Arts in Marketing] | [University Name]

[Month YYYY] – [Month YYYY] | [City, State]

- Relevant coursework: [Digital Marketing], [Social Media Strategy], [Consumer Behavior], [Marketing Analytics].

[Professional Certificate in Social Media Marketing] | [Institution / Platform]

[Month YYYY] – [Month YYYY]

- Completed modules in [Paid Social Advertising], [Content Planning], [Influencer Marketing], and [Social Media Analytics].

SKILLS

- Social Media Platforms & Tools:** [Facebook Business Suite], [Instagram], [TikTok], [LinkedIn], [X], [Pinterest], [YouTube Studio], [Hootsuite], [Sprout Social], [Buffer].
- Content Strategy & Creation:** [Content calendars], [campaign planning], [short-form video concepts], [copywriting for social], [storyboarding], [UGC and influencer content briefing].
- Analytics & Optimization:** [Meta Insights], [TikTok Analytics], [LinkedIn Analytics], [Google Analytics], [A/B testing], [KPI dashboards], [UTM tracking], [ROI and engagement reporting].

- **Paid Social Advertising:** [Meta Ads Manager], [LinkedIn Campaign Manager], [audience segmentation], [retargeting], [lookalike audiences], [creative testing], [budget management].
- **Design & Multimedia:** [Canva], [Adobe Photoshop / Illustrator (basic)], [mobile video editing apps], [image optimization], [brand guideline adherence].
- **Collaboration & Communication:** [Cross-functional coordination], [stakeholder reporting], [brief writing], [community management], [conflict resolution], [client presentation].
- **Organization & Workflow:** [Project management tools (e.g., Asana, Trello)], [campaign timelines], [asset management], [documentation], [process improvement].

SELECTED PROJECTS

[Brand Awareness Campaign – Multi-Channel Launch] | [Company / Client Name]

[Month YYYY] – [Month YYYY]

- Developed and executed a [6-week] multi-channel social campaign for a [product / service launch], coordinating content across [Instagram, TikTok, and Facebook] with a unified visual identity and messaging framework.
- Produced a mix of [Reels, stories, static posts, and influencer collaborations], resulting in [XX%] increase in impressions, [XX%] growth in followers, and [XX%] uplift in website traffic to the campaign landing page.

[Community Engagement & Support Initiative] | [Company / Client Name]

[Month YYYY] – [Month YYYY]

- Launched a structured community engagement program including [weekly Q&A sessions, polls, and user-generated content spotlights], increasing comment volume by [XX%] and share rate by [XX%].
- Created a response guideline and FAQ library for social channels, reducing average response time to customer inquiries by [X] hours and improving sentiment scores tracked via [social listening tool].