**MID-CAREER SOCIAL MEDIA MANAGER RESUME**

Tabatha Thompson

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**Profile**

Experienced media expert dedicated to driving measurable results through social avenues with over 8 years of hands-on marketing experience. Passionate about using new and cutting-edge strategies to convert customers and drive engagement, including incorporating new platforms and ideas to create marketing campaigns that resonate.

**Professional Experience**

**Social Media Manager, Xpert Associates, Pittsburgh, Pa. May 20XX – Present**

* Oversee all social media campaigns, including managing associates and ensuring content calendars are met and all tasks are carried out properly
* Partner with marketing executives to determine priorities and create compelling, effective campaigns
* Work to expand reach across as many platforms as possible, incorporating new opportunities like Snapchat and TikTok as appropriate
* Spearhead a campaign designed to boost engagement that increased fan base by 30% and yielded increased click-through rates by 18%

**Social Media Analyst, Sprout, Pittsburgh, PA. July 20XX – April 20XX**

* Worked to determine the efficacy of social media campaigns across all platforms, including Facebook and Twitter, to inform the evolution of plans
* Used Google Analytics and in-house tools to analyze performance across social media campaigns
* Tracked metrics including engagement, conversion rates, social sharing, social buying and click-through
* Used reporting tools to collect information and present it to team leads and executives

**Education**

Bachelor of Science, Marketing, Pennsylvania State University, State College, PA

August 20XX to May 20XX

**Key Skills**

* Account management
* Corporate reporting
* Google Analytics
* Microsoft Office
* Social media analytics
* Social media management