



Social Media Marketing Specialist

SUMMARY

As an experienced Social Media Specialist with three years of hands-on experience, I will be responsible for developing and executing social media strategies that drive engagement, build brand awareness, and achieve company goals. I will manage and optimize social media accounts across various platforms, create compelling content, and analyze performance metrics to enhance our digital presence. My expertise in social media trends, content creation, and audience engagement will be crucial in crafting strategies that resonate with target audiences and support overall marketing objectives.

EDUCATION

Bachelor of Commerce in Accounts (2020)

Institution: C.S.J.M.U University

Intermediate (2016)

Institution: J.D Inter College

High School (2014)

Institution: J.D Inter College

SKILLS

- Strong organizational and time-management skills
- Ability to work independently and as part of a team
- Detail-oriented and able to handle multiple tasks simultaneously
- Social Media Optimization
- Social Media Paid Ads
- Youtube Expert
- Marketing Analytics
- Expert in Canva

CERTIFICATIONS

- NDMCC (NDMIT) Digital Marketing
- HubSpot Academy
- HubSpot Content Marketing certification.
- HubSpot Social media marketing certification.
- HubSpot Email Marketing certification.

PROFESSIONAL EXPERIENCE

Social Media Marketing Specialist

StartupFlux | May 2023- July 2024 (+1 years)

- Develop and implement social media strategies to align with business objectives and target audience preferences.
- Manage and oversee daily social media activities across platforms such as Facebook, Twitter, Instagram, LinkedIn, and others.
- Create, curate, and schedule engaging content, including text, images, videos, and infographics, tailored to each platform's best practices.
- Monitor and respond to social media interactions, fostering positive relationships with followers and addressing inquiries or issues promptly.
- Analyze social media metrics and performance data to assess the effectiveness of campaigns, identify trends, and make data-driven recommendations for improvement.
- Collaborate with cross-functional teams, including marketing, PR, and design, to ensure cohesive messaging and branding across all channels.
- Stay up-to-date with industry trends, emerging platforms, and best practices to continually enhance social media strategies and tactics.
- Manage social media advertising campaigns, including budget allocation, targeting, and performance tracking.

Social Media Executive

I-Way Digital | Jan 2021 - Apr 2023 (+2 years)

- Team Leadership: Led a team of social media executives, providing guidance, training, and performance feedback.
- Advanced Analytics: Utilized advanced analytics tools to track social media trends and measure campaign ROI.
- Cross-Functional Collaboration: Collaborated with cross-functional teams, including marketing, PR, and sales, to ensure cohesive messaging across all platforms.
- Brand Development: Contributed to brand development and positioning through strategic social media initiatives.
- Strategy Development: Collaborated in the development of social media strategies to drive traffic, increase engagement, and boost brand visibility.
- Content Scheduling: Scheduled and published content across multiple social media platforms using social media management tools.

DECLARATION

I hereby declare that the information provided above is true and correct to the best of my knowledge and belief.