

Jane Smith

PROGRAM MANAGER

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Program Manager Summary

- Program Manager with 8+ years in Social Media Management and Digital Marketing, improving project timelines by 15%.
- Improved brand awareness by 25% through successful product launches at DigitalWave Solutions.
- Increased social media engagement by 50% through innovative content strategies at Innovate Media Co.
- Organized a local fundraiser, raising \$100K+ to support children with special needs.

Work Experience

Digital Marketing Manager DigitalWave Solutions

June 2020 - Present

- Transitioned from social media management to oversee cross-functional teams, enhancing communication and project delivery.
- Implemented data-driven digital marketing strategies, improving project timelines by 15% and increasing engagement metrics.
- Coordinated product launches, boosting brand awareness by 25% within the first quarter.

Senior Social Media Manager InnovativeMedia Co.

April 2015 - May 2020

- Managed social media campaigns for brands like Nike, New Balance, and Adidas, ensuring timely content delivery and audience engagement.
- Enhanced team communication, leading to a 50% increase in social media followers and interactions.
- Developed data analysis tools, reducing reporting time by 30% and optimizing campaign performance.

Social Media Coordinator Creative Solutions

August 2012 - March 2015

- Assisted in managing daily social media operations, focusing on communication and content strategy.
- Conducted data analysis for social media performance, resulting in a 20% increase in engagement.
- Coordinated marketing efforts for digital campaigns, contributing to a 35% growth in online presence

Education

Bachelor of Arts in Communications Madison State College

September 2006 - May 2010

Skills

Project Management

Data Analysis

Digital Marketing

Social Media Strategy



Interests

Amateur photography and exploring local tourist sights.