

Alex Taylor

SOCIAL MEDIA MANAGER

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Social Media Manager Summary

- Social Media Manager with 8+ years in administrative and communication roles, driving a 35% increase in engagement.
- Enhanced reach by 22% at OfficePro through metric analysis.
- Improved online presence, leading to a 25% growth in follower base at CreativeSpaces.
- Awarded 'Innovator of the Year' for effective social media campaigns at OfficeHub.

Work History

Social Media Manager
OfficePro

June 2021 - Present

- Developed and implemented social media strategies, increasing engagement by 35%.
- Coordinated with the marketing team to create and schedule content across multiple platforms.
- Analyzed social media metrics, optimizing posts and enhancing reach by 22%.

Office Manager
CreativeSpaces

January 2015 - May 2021

- Managed office operations and administrative tasks, ensuring smooth workflow.
- Improved the company's social media presence, resulting in a 25% growth in follower base.
- Organized and promoted company events via social media, boosting participation by 20%.

Administrative Assistant
OfficeHub

June 2013 - December 2014

- Supported daily office functions, including scheduling and communication management.
- Assisted in developing social media content, increasing page interactions by 15%.
- Recognized for innovative approaches to online engagement, awarded 'Innovator of the Year'.

Education

Bachelor of Arts In Business Administration
Metro City University

September 2009 - May 2013

Skills

Social Media Strategy



Content Creation



Marketing Campaigns



Interests

Passionate for digital art (find my work at behance.net/ataylor), cooking (specialty: comfort food) & outdoor exercising (especially biking!)

Performance Analytics



