

# Jane Parker

SOCIAL MEDIA MANAGER

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## Social Media Manager Summary

- Recent graduate passionate about Social Media and Digital Marketing, boosting engagement by 25% for local non-profits.
- Created a content calendar for CommunityCare, ensuring consistent messaging and boosting awareness by 15%.
- Grew a personal blog's audience through strategic content creation, reaching 100K monthly visits.
- Managed a personal Instagram account, growing the follower count to 50K.

## Work History

### Social Media Volunteer CommunityCare

June 2023 - Present

- Managed social media accounts, increasing engagement by 25%.
- Created and scheduled posts, ensuring consistent messaging and branding and increasing awareness by 15%.
- Collaborated with the team to promote events and fundraising campaigns.

### Social Media Manager HealthyLiving (Personal Project)

January 2022 - Present

- Managed an Instagram account focused on health and wellness, growing the follower count to 50K.
- Produced high-quality visual content, including photos and videos, to engage the audience.
- Used analytics to optimize posting schedule and improve interaction rates.

### Content Creator HealthyLiving (Personal Project)

June 2021 - Present

- Developed and managed content for a personal blog, reaching 100K monthly visits.
- Wrote and published articles on health and wellness topics, engaging readers.
- Utilized SEO and social media strategies to drive traffic to the blog.

## Education

### Bachelor of Arts In Communication Boston University

September 2019 - May 2023

## Skills

### Social Media Strategy



### Content Creation



### Digital Marketing



## Interests

- Graphic Design
- Fitness and Wellness
- Volunteering at Local Shelters

### Performance Analytics

