

Joanna Hopkins

SOCIAL MEDIA MANAGER

jhopkins@gmail.com

123.456.789

linkedin.com/in/jhopkins

Social Media Manager Summary

- Innovative Social Media Manager with 7+ years in branding & digital marketing, driving 50% increase in engagement.
- Reduced campaign costs by 20% at MarketMakers through performance analysis and optimization.
- Boosted follower count by 30% in one year at BrandBuilders using targeted campaigns.
- Awarded 'Employee of the Year' at SocialBee for innovative marketing strategies.

Work Experience

Social Media Manager MarketMakers

June 2019 - Present

- Developed and executed social media strategies, increasing engagement by 50%.
- Managed a team of 5, enhancing content quality and consistency across platforms.
- Analyzed performance metrics, optimizing campaigns and reducing ad costs by 20%.

Digital Marketing Manager BrandBuilders

January 2016 - May 2019

- Created and managed social media campaigns, growing follower count by 30%.
- Collaborated with the design team to produce compelling visual content.
- Implemented data-driven approaches, improving campaign ROI by 25%.

Social Media Coordinator AdVantage Corp

June 2013 - December 2015

- Coordinated daily social media activities, maintaining a consistent brand voice.
- Increased post reach by 50% through strategic content scheduling.
- Assisted in developing marketing plans, contributing to a 15% increase in sales.

Education

Bachelor of Arts In Communication Springfield University

September 2009 - May 2013

Skills

Social Media Strategy



Content Creation



Marketing Campaigns



Performance Analytics



Interests

Travel blogging & Amateur photography (follow @jhoppography on Instagram to check out my favorite spots!)