



# Tony Kung

## Social Media Analyst

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### PROFESSIONAL SUMMARY

Analytically minded Social Media Data Analyst with a passion for transforming raw data into actionable insights. Proficient in analyzing social media metrics, identifying trends, and optimizing digital marketing strategies. Skilled in data visualization, statistical analysis, and social media analytics tools.

### EXPERIENCE

• July 2018 - Now

#### Social Media Analyst

Digital Insights Agency / Los Angeles, CA

- Optimize social media advertising campaigns through A/B testing and multivariate analysis, achieving a 20% increase in return on ad spend (ROAS) for clients across various industries.
- Analyze social media data using tools such as Google Analytics, Facebook Insights, and Sprout Social, resulting in a 25% increase in client engagement.
- Develop custom dashboards and reports in Tableau to visualize key performance indicators.

### EDUCATION

• 2014 - 2018

#### Bachelor of Science in Business Analytics

University of California, Los Angeles / Los Angeles, CA

### SKILLS

**Data Analysis**  
Expert

**Digital Marketing**  
Expert

**Social Media Management**  
Expert

**SEO/SEM**  
Expert

### CERTIFICATIONS

#### HubSpot Social Media Certification

HubSpot Academy, 2021