

MARIE BENNETT

Social Media Manager

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San Francisco, CA



PROFESSIONAL SUMMARY

Dynamic and results-driven Social Media Manager with 5+ years of experience in developing and executing social media strategies for diverse industries. Adept at increasing brand awareness, driving engagement, and boosting online presence.

EDUCATION

Bachelor of Arts in Marketing

University of San Francisco / CA

SKILLS

- Social Media Marketing **Expert**
- Content Creation **Expert**
- Copywriting **Expert**
- SEO **Expert**
- Analytics **Expert**
- Advertising **Expert**
- Graphic Design **Expert**
- Customer Service **Expert**

COURSES

2024

Social Marketing Certification

Hootsuite

2023

Individual Qualification

Google Analytics

2021

Blueprint Certification

Facebook

EXPERIENCE

2021 - Now

Senior Social Media Manager

Bright Ideas Marketing / San Francisco, CA

- Develop and implement social media strategies that increased followers by 40% and engagement by 35% across multiple platforms (Facebook, Instagram, Twitter, LinkedIn).
- Manage a team of 5 social media specialists, providing training and guidance to improve content creation and campaign execution.
- Collaborate with the marketing team to create cohesive campaigns that align with overall business goals.
- Analyze performance metrics and provide actionable insights to optimize campaigns, resulting in a 20% increase in lead generation.

2019 - 2021

Social Media Specialist

TechWave Solutions / San Francisco, CA

- Created engaging content for Facebook, Instagram, and Twitter, leading to a 25% increase in engagement rates.
- Implemented social media campaigns that contributed to a 15% increase in website traffic and a 10% growth in sales.
- Monitored social media channels for customer feedback and managed responses, improving customer satisfaction by 30%.
- Utilized social media management tools (e.g., Hootsuite, Buffer) to schedule and analyze posts, ensuring optimal performance.