

Brand Social Media Manager

SKILLS

Social Media Strategy & Campaigns

Expert

Brand Consistency & Voice Management

Expert

Paid Social Media Advertising (Facebook Ads, Instagram Ads, Pinterest)

Expert

Analytics & Reporting (Google Analytics, Sprout Social, Hootsuite)

Expert

Content Creation & Curation

Expert

Influencer Marketing & Partnerships

Expert

Social Media Community Engagement

Expert

Adobe Photoshop & Canva

Expert

Strong Communication & Writing Skills

Expert

LINKS

References available upon request.

PROFESSIONAL SUMMARY

Creative and results-driven Brand Social Media Manager with 5+ years of experience managing brand identity and developing social media strategies for prominent global brands. Proven success in increasing brand visibility, engagement, and online community loyalty.

EXPERIENCE

Brand Social Media Manager

Urban Outfitters, New York, NY

March 2022 - Now

- Develop and implement social media strategies that increased brand awareness and engagement by 40% across Instagram, TikTok, and Pinterest.
- Work closely with the creative team to ensure social media content aligned with brand voice and seasonal campaigns.
- Lead paid social media advertising efforts, managing an annual budget of \$250K to drive sales and increase website traffic.

Social Media Manager

Whole Foods Market, Austin, TX

June 2020 - February 2022

- Built and grew social media presence across Facebook, Instagram, and Twitter, increasing followers by 50% and engagement by 35%.
- Collaborated with the marketing team to align social media campaigns with seasonal promotions and events.
- Implemented a monthly content calendar, creating engaging content for product highlights, sustainability initiatives, and store events.

EDUCATION

Bachelor of Arts in Marketing, University of Texas – Austin, TX

Graduated: May 2017
