

## 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.

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#### 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.

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### EDUCATION

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

Graduated: May 2017

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