## SOCIAL MEDIA MANAGER CV

Social Media Managers are like moderators and facilitators. Their main function is to maintain the website's visibility and integrity. While preparing a Social Media Manager CV I suggest you use keywords like SEO, affiliate marketing, web analytics and reporting, knowledge in B2B environment, digital marketing and your understanding of social media policies. If you have these keywords, there is 90% chance of you being selected as one of the candidates. Remember that employers do not go through the entire resume and read every detail in it. So, the technique is, just use keywords implying that indeed, you have what it takes to be a Social Media Manager. Look at the sample CV of a Social Media Manager below.

#### Kasimir Dillard

7394 Molestie St., Basingstoke, Hampshire, J9 5DA

Tel: - 01912 606247 Date of Birth: - 11/03/91 [email] Nationality: – British

### CAREER AIM:

As a Social Media Manager, my primary objective is to conceptualize social media strategies geared towards increasing the website's KPIs and audience. I will ascertain that the company's brand will be globally recognized by continuously improving the website i.e. updating the appearance of the website, introducing fresh contents, adding informative ideas and delivering strong SEO values. My solid experience in affiliate marketing and my passion for social media are my key strengths that will help me build loyal relationships with entrepreneurs. I have acquired sufficient knowledge in terms of web analytics and content management and production. Using these acumen, I believe I can achieve my objectives.

## **PROFESSIONAL SKILLS:**

- Hands on experience in administering content production
- · Sound knowledge of social media activities
- Profound knowledge of various web analytic tools
- Ability to interpret business operations efficiently
- · Ability to coordinate with the virtual global team for activities
- Proficient in managing content management system

## RELEVANT WORK EXPERIENCE:

Social Media Manager

RedCat Solutions – Norfolk

May 2013 - Current

- Coordinated with internal and external staff members for social media activities.
- Developed online and offline PR and social media content for efficient coverage.
- Prepared presentations to promote the brand as a whole.
- Designed campaigns that would help people to promote the brand through their social network.
- Determined efficient metrics to measure the success of social media campaigns.
- Maintained and provided updates to the media section on the website.

Social Media Manager

Ward Williams HR Ltd – East Lothian

Nov 2012 – May 2013

- Developed social media reports for business campaigns on a weekly and monthly basis.
- Prepared an efficient social media strategy for brand performance.
- · Coordinated with the business retail and corporate departments and recommended improvements.
- Administered activities of external agencies and prepared efficient strategies.
- Monitored all competitor activities on the social media platform on a regular basis.
- Performed tests on websites and recommended improvements to the same if required.

## **EDUCATION:**

BA (Hons) in Marketing Management Brunel University – London Oct 2009 – Jul 2012 A levels: Business Studies, English Language, History Angus College – Arbroath Sep 2007 – Jul 2009 GCSEs: Business Studies, English Language, Geography, History Barbara Speake Stage School – East Acton Sep 2002 – Jul 2007

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