

Social Media Manager

(555) 010-0000 · you@example.com · City, ST · linkedin.com/in/your-name

SUMMARY

Social media manager with five years building branded audiences across Instagram, TikTok, and LinkedIn, doubling follower counts and lifting engagement rate through a data-led content calendar managed in Sprout Social and Later.

EXPERIENCE

Social Media Manager, Lumen Lifestyle Brands

2022 – Present

City, ST

- Grew the combined social following from 48K to 137K in two years across Instagram, TikTok, and LinkedIn.
- Raised average engagement rate from 2.4% to 5.1% by shifting the mix toward short-form video and polls.
- Produced and scheduled 22 posts weekly across four platforms using a planned monthly content calendar.
- Drove 14,000 tracked link clicks to the storefront in a single quarter through a UTM-tagged campaign.
- Launched a user-generated-content program that sourced 320 customer posts and 1.2M organic impressions.
- Cut average response time to comments and DMs to under 45 minutes, lifting community sentiment scores.
- Ran paid social boosting on a \$12K monthly budget at a 3.5x return, coordinated with organic posting.
- Reported monthly on reach, engagement, and conversions in Sprout Social to guide the next content plan.

Social Media Coordinator, Garden City Eatery Group

2019 – 2022

City, ST

- Built the restaurant group's Instagram from launch to 26,000 followers in 18 months with daily posting.
- Increased story reach 58% by testing posting times and using location and hashtag strategies.
- Coordinated 24 influencer visits that generated 410,000 impressions and measurable reservation lifts.
- Created reels and carousels that averaged 9,000 views, triple the account's prior video performance.
- Managed a content backlog in Later so every location had a two-week buffer of scheduled posts.
- Responded to reviews and DMs within the hour, raising the public response-rate badge to consistent green.

EDUCATION

Bachelor of Arts in Media Studies

2015 – 2019

State University — City, ST

CERTIFICATIONS & LICENSES

Meta Certified Digital Marketing Associate · Hootsuite Social Marketing Certification

SKILLS

Audience growth · Engagement rate · Content calendar planning · Short-form video · Community management · Sprout Social · Later scheduling · Meta Business Suite · Influencer coordination · Paid social boosting · Social analytics · Brand voice