

SOCIAL MEDIA COORDINATOR

Summary

To secure a position within an organization where I will be able to apply the extensive skills and abilities that I have acquired through my education and work experience in the advertising, marketing and social media fields.

Highlights

- well-versed on social media channels (paid and organic) trends, content development, and community engagement
- Account management
- Client relationship
- Google analytics
- Direct mail campaigns
- Fluent in Spanish

Experience

10/2016 to 02/2017

Social Media Coordinator Company Name 1/4 City , State Managed new product and content releases.

- Creates and schedules weekly content for client's professional social media accounts
- Utilize applications such as Canva, Sendible, basecamp, Google+, Cyfe and more
- Manages and measures clients social media accounts for follower analysis, reach, and growth.
- Prepared detailed marketing forecasts on a monthly basis.
- Design, administer and launch email marketing campaigns using MailChimp.
- Worked effectively in a heavily cross-functional, fast-paced environment.

09/2015 to Current

Sales Associate Company Name 1/4 City , State

- Suggest key looks and incorporates the latest trends and current promotions based on the customer's individual style.
- Assist store in meeting and exceeding daily sales goals Maintain company brand standards of neat, clean and organized sales floor, cash wrap, fitting room and stockroom
- Partner with management on performing stock transfers, damage outs, and shipment receiving
- Comply with operational standards, to include following safety policies and proper censoring of merchandise.

06/2015 to 08/2015

Marketing Sales Intern Company Name 1/4 City , State

- Maintained Launch Trampoline Park social media accounts including Twitter, Facebook & Instagram
- Promote summer events through their social media
- Vendor outreach regarding the summer program

01/2015 to 05/2015

Events Coordinator Company Name 1/4 City , State

- Vendor outreach providing detailed information on the event
- Contacting businesses for raffles and sponsorship
- Tracking In-kind gifts
- Event coordination and set up
- Management of volunteer activities such as shoreline cleanups.

Education

2016

Bachelor of Arts : Communications (Advertising) Rhode Island College 1/4 City , State , United States

Minor in Marketing

Communication Club member

Honor Society of the National Communication Association

Dean List

Languages

Bilingual

(English / Spanish)

Skills

- Excellent use of Word, Excel and PowerPoint
- iMovie, Photoshop, MS Publisher, and Final Cut Pro
- Advance Knowledge of social networks and social media tools, Facebook, Instagram, Twitter, Pinterest, YouTube and Snapchat, sendible, cyfe, basecamp and more.
- Strong writing skills

- Research abilities
- Strong Organization and planning skills
- Confidentiality