

CLIENT'S NAME

Torrance, CA 123.456.7890

BRAND MANAGER

QUALIFICATIONS PROFILE

Versatile, innovative, and creative professional, offering progressive experience in all facets of marketing and social media management, coupled with a background in music advertising and graphic design. Highly skilled at writing press releases, drafting email correspondence, and generating analytic reports. Armed with keen attention to detail in accomplishing projects with accuracy, quality, and positive outcomes. Excellent in photography, videography, and creative direction. Effective at establishing rapport with clients toward customer satisfaction and company profitability.

AREAS OF EXPERTISE

Social Media Engagement | Layout and Content Creation | Brand Research | Customer Service
Account Maintenance | Strategic Planning and Implementation | Campaign Development

RELEVANT EXPERIENCE

Social Media and Marketing Manager, 2019–Present | COMPANY NAME • CITY AND STATE

- Assume full responsibility in responding and engaging with customers through social media by liking comments and commenting back on their posts
- Take charge of dealing with social media engagement keeping the customer aware of the progress of the facility's ongoing construction
- Fulfill duties in graphic designing for various giveaways and forthcoming events

Key Accomplishments:

- ✓ Made key contributions in increasing engagement rates by initiating "Dog of the Week" which involved featuring photos of new dogs on social media accounts thus being approved and treasured by customers
- ✓ Played an integral role in keeping the customer aware on the facility's ongoing construction and its progress
- ✓ Brought efforts to increase age group that availed services offered from 45 years old and above to 25 to 45 years old through graphics and posters displayed around the facility and by prompting them to follow social media
- ✓ Successfully improved the number of dogs scheduled to be groomed by showcasing the facility's talented groomer

Social Media Manager, 2019 | COMPANY NAME • CITY AND STATE

- Performed key tasks including content scheduling, social media engagement, analytic reporting, and brand research
- Efficiently handled current clients by assisting with daily account updates
- Prepared and presented schedule to clients and chief executive officer (CEO) weeks ahead prior to posting
- Worked closely with the biggest client, Kim Kardashian's esthetician Joanna Czech to obtain more influencers
- Sent acknowledgment notices to magazines and online articles for featuring Joanna Czech
- Coordinated with another client, Antonio Prieto Salon, to capture photos of stylists and their work, while dealing with social media engagement of products offered
- Integrated high-fashion and editorial posts to increase feed and demonstrate different types of hair inspiration
- Ensured up-to-date posting of Instagram stories and feed
- Submitted report at the end of every month to exhibit the growth and performance of the company

Key Accomplishment:

- ✓ Earned a positive reputation by ensuring error-free accounts and accurate product listing

Graphic Design Intern, 2018 | COMPANY NAME • CITY AND STATE

- Took photographs of each product including reusable bags, and utilized Photoshop and Illustrator for editing
- Designed mood boards for the team to illustrate inspiration from, as well as web layouts for small businesses

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- Served as part of the team to research a commercial space in Manhattan for an ideal interactive window display for China Southern Airlines to obtain success in making pedestrians inquire for more product information

Social Media Director, 2017–2018 | COMPANY NAME ▪ CITY AND STATE

- Effectively managed the first official formal recruitment by highlighting sorority and maintaining account updates on Instagram, Facebook, Twitter, and VSCO multiple times a week
- Developed an appealing theme by consistently posting trendy photos and up-to-date content
- Applied strategic design skills in creating graphics for any social events on campus, which involved Autism Speaks charity activities
- Held accountability in designing a logo for profile picture on all accounts

Marketing and Social Media Intern, 2015–2016 | COMPANY NAME ▪ CITY AND STATE

- Focused on showcasing the city of Columbia by promoting local businesses
- Visited locations to take photographs and facilitate interviews with employees and owners to obtain shout-out comments for Facebook and Instagram pages
- Drafted press releases for new realtors, while taking their headshots
- Initiated the use of Snapchat in growing sales numbers and pitching an entire presentation to CEO and realtors
- Provided step-by-step instructions to realtors on how to utilize the Snapchat application to maximize its advantage to increase sales

OTHER EXPERIENCE

Office Manager and Receptionist, 2017–2019 | COMPANY NAME ▪ CITY AND STATE

EDUCATION

Bachelor's Degree, 2020

University Name ▪ City and State

AFFILIATION

Alpha Xi Delta National Fraternity

ACTIVITIES

Autism Speaks

TECHNICAL SKILLS

Adobe Creative Cloud, Illustrator, Photoshop, InDesign, Premier, and Dreamweaver
HTML Coding | Microsoft Office | Google and Facebook Ads