



Joseph Corbin

A results-driven social media director with over 10 years of experience defining content strategies and leading global marketing campaigns for multi-million dollar technology brands. A proven track record of leveraging data analytics and omni-channel marketing to drive revenue growth and support new product launches.

PROFESSIONAL EXPERIENCE

March 2018 - Present

Social Media Director | Highland Marketing Inc. | San Francisco, CA

- Grew brand awareness and followership by up to 250% through comprehensive social media strategies and targeted campaigns for a client portfolio of 17 technology companies valued at \$3.2 million
- Led a team of 13 social media managers and digital marketing specialists to define content strategy and brand messaging by leveraging data analytics and market research
- Analyzed performance data and identified opportunities to enhance campaign execution, resulting in a 39% increase in ROI across paid social media

June 2014 - February 2018

Social Media Manager | InnovateTech Corp. | San Francisco, CA

- Managed all aspects of social media campaigns, brand messaging, and content strategy to support new product launches for a premiere education technology company, contributing to a 52% increase in online sales over four years
- Collaborated cross-functionally with graphic designers and digital marketing teams to define brand visuals and create promote videos in alignment with target audiences

EDUCATION

Bachelor of Science (B.S.) Digital Marketing


Stanford University, Stanford, CA | June 2014

CERTIFICATIONS


Certified Social Media Strategist , National Institute for Social Media , January 2015

Google Analytics Certified , September 2014

CONTACT

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 LinkedIn | Portfolio

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KEY SKILLS

- Brand storytelling
- Paid social media campaigns
- Content strategy
- Influencer marketing
- Data analytics