



# ALIYA JACKSON

## Social Media Marketing Manager

San Diego, CA | (123) 456-7890 | email@example.com | LinkedIn | Portfolio

## PROFILE

A social media marketing manager with eight years of experience specializing in product marketing, brand messaging, and digital strategy. A strong history of developing and executing high-impact social media campaigns to drive online engagement and product growth.

## KEY SKILLS

- Social media marketing
- Digital marketing strategy
- Brand messaging
- Campaign development
- Product marketing

## PROFESSIONAL EXPERIENCE

### Social Media Marketing Manager

Eco-Clothing, San Diego, CA | March 2019 - Present

- Execute social media campaigns for an eco-conscious clothing brand, resulting in a 30% increase in online engagement and a 17% increase in conversion rates in four years
- Perform research on social media trends, evaluate the effectiveness of digital campaigns, and adjust marketing strategies to increase organic reach by 12%
- Oversee social media content across four platforms and grew followership by over 200% in five years

### Social Media Marketing Manager

Eco-Straws, San Diego, CA | June 2016 - March 2019

- Defined social media strategy for an eco-friendly alternative to plastic straws, grew followership by 120%, and increased online engagement by 29% in two years
- Developed social media content, posts, and videos to raise awareness of compostable straws created using plant-based materials
- Monitored the effectiveness of social media posts and leveraged data to inform digital marketing plans and strategies

## EDUCATION

### Bachelor of Science (B.S.), Digital Marketing

University of Florida, Gainesville, FL | June 2017

## CERTIFICATIONS

- Certified Social Media Manager (CSMM), National Institute for Social Media, June 2016