


Riley Davis

Social Media Marketing

Social media marketer with four years of experience creating and optimizing content strategies to boost engagement and brand loyalty.

CONTACT

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 riley.davis@example.com

 LinkedIn | Portfolio

 Miami, FL 33101

KEY SKILLS

- Content optimization
- Paid social advertising
- Analytics and reporting
- Campaign management
- Community engagement

PROFESSIONAL EXPERIENCE

SOCIAL MEDIA MARKETING SPECIALIST | SHOPEASE, MIAMI, FL
APRIL 2021 – PRESENT

- Designed and executed seasonal campaigns that increased engagement by 25% year-over-year
- Managed content calendars and produced 35 posts per month across Instagram, Facebook, and TikTok
- Analyzed performance metrics and pivoted strategies to improve click-through rates by 8%

ASSISTANT SOCIAL MEDIA MARKETER | KICKSTART AGENCY, MIAMI, FL
JANUARY 2020 – MARCH 2021

- Supported content creation and scheduling for multiple clients, achieving a 15% uplift in follower growth
- Monitored paid social campaigns with a combined budget of \$50K, optimizing for highest ROI
- Generated weekly reports highlighting key insights for client stakeholders

EDUCATION

- Bachelor of Arts (B.A.) Marketing
University of Florida, Gainesville, FL | May 2019
- Bachelor of Science (B.S.) Marketing
University of Minnesota, Minneapolis, MN | May 2011