

Dana Brooks

Social Media Director

Social media director with eight years of experience leading cross-functional teams and driving multi-platform growth strategies.

CONTACT



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LinkedIn | Portfolio



Minneapolis, MN 55401

KEY SKILLS

- Leadership
- Cross-department collaboration
- Influencer programs
- Strategy development
- KPI tracking

EDUCATION

Master of Arts (M.A.) Marketing
University of Minnesota, Minneapolis,
MN
May 2016

Bachelor of Arts (B.A.) Communication
University of Minnesota, Minneapolis,
MN
May 2012

PROFESSIONAL EXPERIENCE

Social Media Director | NextGen Media, Minneapolis, MN
March 2019 – Present

- Oversaw strategy for five brands, increasing total audience by 45% in two years
- Managed a team of six specialists, setting quarterly performance goals and conducting reviews
- Launched an integrated influencer program that generated 3 million impressions

Senior Social Media Manager | UrbanPulse, Minneapolis, MN
June 2016 – February 2019

- Directed daily content and community management across Instagram, Twitter, and LinkedIn
- Collaborated with creative teams to produce multimedia assets, resulting in a 25% engagement uplift
- Implemented social listening protocols, providing real-time feedback to product teams