



Jordan Lee

Mid-Level Social Media Manager

Social media manager with over eight years of experience designing and implementing cohesive brand campaigns across multiple platforms.

CONTACT



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LinkedIn | Portfolio



Los Angeles, CA 90012

KEY SKILLS

- Campaign strategy
- Team leadership
- Content scheduling
- Analytics and reporting
- UGC curation

PROFESSIONAL EXPERIENCE

SOCIAL MEDIA MANAGER | TRENDWORKS MEDIA, LOS ANGELES, CA
MARCH 2019 – PRESENT

- Directed social media strategy for three major brands, increasing combined audience by 30% year-over-year
- Led a team of two content creators, scheduling and publishing an average of 25 posts per week
- Implemented user-generated content campaigns, resulting in a 50% uptick in organic engagement

ASSISTANT SOCIAL MEDIA MANAGER | PIXELCO DIGITAL, LOS ANGELES, CA
JANUARY 2017 – FEBRUARY 2019

- Assisted in developing and scheduling daily posts, achieving a 10% increase in follower growth per quarter
- Monitored analytics dashboards and provided weekly recommendations to improve content performance
- Coordinated photo and video shoots, ensuring assets aligned with brand guidelines

EDUCATION

- Bachelor of Arts (B.A.) Digital Media, University of Southern California, Los Angeles, CA | May 2018
- Bachelor of Science (B.S.) Marketing, University of Minnesota, Minneapolis, MN | May 2011