




Alex Johnson

Entry-Level Social Media Manager

Entry-level social media manager with one year of hands-on experience driving engagement and brand awareness through data-driven content strategies and community management.

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 LinkedIn | Portfolio

KEY SKILLS

- Content calendar development
- Social media analytics
- Community management
- Copywriting
- Adobe Creative Suite

PROFESSIONAL EXPERIENCE

SOCIAL MEDIA INTERN | GREENWORKS AGENCY, CHICAGO, IL
JUNE 2022 – AUGUST 2022

- Supported creation of 30+ posts per month across Instagram and Facebook, boosting average post engagement by 12%
- Conducted social listening analyses, identifying trending topics that informed new content pillars
- Assisted in scheduling and managing paid ad campaigns, achieving a 5% click-through rate

SOCIAL MEDIA COORDINATOR | METRO BOUTIQUE, CHICAGO, IL
SEPTEMBER 2022 – MAY 2023

- Developed and executed weekly content calendars, increasing follower count by 8% in nine months
- Monitored analytics on Hootsuite and delivered monthly performance reports to the marketing team
- Moderated community comments and messages, improving average response time to under two hours

EDUCATION

- Bachelor of Arts (B.A.) Communication
University of Illinois at Chicago, Chicago, IL | May 2022
- Bachelor of Science (B.S.) Marketing
University of Minnesota, Minneapolis, MN | May 2011