



# TAYLOR RIVERA

Freelance Social Media Manager

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## PROFILE

Freelance social media manager with over five years of experience helping startups and small businesses grow online engagement and brand visibility through targeted campaigns and community outreach.

## KEY SKILLS

- Client relationship management
- Paid social campaigns
- Content strategy
- Analytics (Google Analytics, Sprout Social)
- Influencer outreach

## PROFESSIONAL EXPERIENCE

### Freelance Social Media Manager (Remote)

| January 2020 - Present

- Managed social media accounts for 10+ clients across industries, increasing average follower growth by 20% within the first six months
- Created and implemented content strategies, generating an average engagement rate of 4% across Facebook, Instagram, and LinkedIn
- Coordinated influencer partnerships, resulting in a combined reach of 500,000+ users

### Social Media Specialist

BrightWave Agency, Austin, TX | June 2018 - December 2019

- Developed and scheduled daily social media content for clients, leading to a 15% increase in brand mentions
- Performed A/B testing on ad creatives, improving ad click-through rates by 8%
- Analyzed performance metrics and presented monthly client reports highlighting key insights

## EDUCATION

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

Texas State University, San Marcos, TX | May 2017

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

University of Minnesota, Minneapolis, MN | May 2011