



Leslie Chang

Social Media Analyst

Social media analyst with three years of experience translating data into actionable insights and optimizing content performance.

PROFESSIONAL EXPERIENCE

- **Social Media Analyst, DataBrand, Dallas, TX**
August 2021 – Present
 - Analyzed engagement data to refine posting schedules, improving reach by 18%
 - Developed dashboards in Tableau to monitor KPIs for cross-platform campaigns
 - Presented monthly insights to stakeholders, driving strategy adjustments
- **Marketing Analyst, InsightWorks, Dallas, TX**
March 2019 – July 2021
 - Conducted A/B testing on social creatives, boosting click-through rates by 12%
 - Tracked competitor sentiment and trending topics to inform content strategy
 - Automated weekly reports, reducing manual reporting time by 50%

CONTACT



(123) 456-7890



leslie.chang@example.com



LinkedIn | Portfolio



Dallas, TX 75201

KEY SKILLS

- Data analysis
- Reporting dashboard creation
- A/B testing
- Competitive research
- Presentation skills

EDUCATION

Bachelor of Science (B.S.) Data Analytics
University of Texas at Dallas, Richardson, TX
May 2019