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Taylor Rivera

Freelance Social Media Manager

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.

CONTACT



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LinkedIn | Portfolio



Austin, TX 78701

KEY SKILLS

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

EDUCATION

- Bachelor of Science (B.S.)
Marketing

Texas State University, San Marcos, TX | May 2017

PROFESSIONAL EXPERIENCE

Freelance Social Media Manager I (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 I 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

CERTIFICATIONS

- CPR & First Aid, American Red Cross | May 2018