



Skyler Thompson

Social Media Manager

Social media manager with nearly six years of experience translating retail brand voices into compelling digital narratives. Craft innovative, data-driven campaigns to elevate brand engagement, resulting in significant follower growth and measurable business impact across diverse social networks.



Seattle, WA 12345



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LinkedIn | Portfolio

KEY SKILLS

- Advanced social media analytics
- Content management systems (WordPress, Drupal)
- Crisis communication
- Influencer management
- Social media advertising

CERTIFICATIONS

- Digital Marketing Nanodegree, Udacity, September 2020
- Social Media Marketing Certification, Hootsuite Academy, April 2018

PROFESSIONAL EXPERIENCE

SOCIAL MEDIA MANAGER | TARGET MARKETING SEATTLE, WA | DECEMBER 2021 – PRESENT

- Oversee social media strategy for four national retail brands, including content creation and community management across major social media platforms
- Collaborate with a team of three content specialists and produce over 100 weekly product showcases, styling tips, and promotional campaigns
- Launched a viral marketing campaign and garnered 1.2 million views and 150,000 shares within 48 hours
- Boosted user-generated content by 20% through the successful implementation of an influencer partnership program

SOCIAL MEDIA MANAGER | IDEAL NUTRITION LOS ANGELES, CA | JULY 2019 – NOVEMBER 2021

- Amplified brand messaging for a product line of over 50 supplements across Facebook, Instagram, and YouTube
- Created and curated 10 daily SEO-optimized posts focused on nutrition tips, workout routines, and product education
- Grew Instagram following from 50,000 to 750,000 within 12 months through strategic content planning and influencer collaborations
- Designed a quarterly hashtag campaign that drove a 20% increase in organic follower growth and boosted engagement by 25%

EDUCATION

- Bachelor of Arts (B.A.) Communication
University of Washington, Seattle, WA | May 2016