



# CHLOE RAMIREZ

Freelance Social Media Writer

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## PROFILE

Experienced freelance social media writer specializing in crafting engaging, on-brand content for platforms like Instagram, Twitter, and LinkedIn. Skilled in audience engagement, analytics-driven strategy, and creative storytelling to boost online presence.

## KEY SKILLS

- Social media copywriting
- Hashtag research
- Analytics-driven strategy
- Brand voice development

## PROFESSIONAL EXPERIENCE

### Freelance Social Media Writer

Various Clients, Remote | June 2019 - Present

- Wrote over 1,000 social media posts across various platforms, increasing average engagement rates by 35% for clients
- Conducted audience research and optimized post timing to maximize visibility, resulting in a 25% follower increase across multiple campaigns
- Collaborate with design teams to produce cohesive visuals and captions for brand promotions

### Social Media Assistant

Clever Marketing Agency, Austin, TX | March 2017 - May 2019

- Managed social media accounts for five clients, scheduling daily posts and monitoring audience engagement
- Drafted captions and blog teasers, helping to grow a client's Instagram following by 40% within six months
- Analyzed campaign performance metrics and provided recommendations for improvement, increasing return on investment (ROI) by 20%

## EDUCATION

### Bachelor of Arts in Communication

University of Texas, Austin | May 2017