



# Emma Chen

## Social Media Growth Manager

Social media growth manager with three years of experience driving follower acquisition and retention through strategic campaigns.

### CONTACT



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LinkedIn | Portfolio



San Diego, CA 92101

### KEY SKILLS

- Growth strategy
- User acquisition
- Referral marketing
- Data analysis
- Cross-functional collaboration

### PROFESSIONAL EXPERIENCE

#### Growth Manager | ScaleUp Social, San Diego, CA

August 2022 - Present

- Implemented growth hacks that resulted in a 40% increase in Instagram followers within six months
- Developed referral programs, driving a 15% uplift in user-generated content submissions
- Partnered with product teams to align social initiatives with feature launches

#### Growth Analyst | AdInsight, San Diego, CA

October 2020 - July 2022

- Conducted cohort analyses to identify retention trends, informing campaign pivots
- Presented growth performance reports leading to a 12% increase in social ad spend efficiency
- Tested new platform features to optimize reach and engagement

### EDUCATION

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

San Diego State University, San Diego, CA | May 2020