



CAMERON WRIGHT

Social Media Content Specialist

CONTACT



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LinkedIn | Portfolio



Boston, MA 02108

KEY SKILLS

- Content creation
- Editorial planning
- SEO optimization
- Performance analysis
- Multimedia coordination

ABOUT ME

Social media content specialist with two years of experience producing high-quality assets and strategic content plans.

PROFESSIONAL EXPERIENCE

Social Media Content Specialist

DigiArts, Boston, MA | October 2021 - Present

- Created 50+ multimedia posts monthly, boosting engagement by 22%
- Developed editorial calendars aligned with brand voice and campaign goals
- Collaborated with designers to produce video and graphic assets

Content Coordinator

WriteUp, Boston, MA | May 2020 - September 2021

- Wrote and scheduled blog posts and social snippets, contributing to a 15% traffic increase
- Conducted keyword research to improve the SEO performance of social content
- Tracked performance metrics and adjusted content strategy accordingly

EDUCATION

Bachelor of Arts (B.A.) Journalism

Northeastern University, Boston, MA | May 2020

Bachelor of Science (B.S.) Marketing

University of Minnesota, Minneapolis, MN | May 2011