

# Sofia Ramirez

## Social Media Engagement Manager

Social media engagement manager with four years of experience fostering online communities and driving audience interaction.

### Contact



(123) 456-7890



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LinkedIn | Portfolio



Phoenix, AZ 85001

### Key Skills

- Community building
- Real-time engagement
- Crisis management
- Live event coordination
- Sentiment analysis

### Education

- Bachelor of Arts (B.A.)  
Communication

Arizona State University,  
Tempe, AZ

May 2019

### Professional Experience

ENGAGEMENT MANAGER | CONNECTSPHERE, PHOENIX, AZ  
JULY 2021 – PRESENT

- Increased comment and share rates by 25% through targeted engagement campaigns
- Launched weekly live Q&A sessions, boosting average session attendance by 60%
- Implemented response protocols that reduced average reply time to under one hour

COMMUNITY ENGAGEMENT SPECIALIST | SOCIALFLOW, PHOENIX, AZ  
MAY 2019 – JUNE 2021

- Developed engagement guidelines and training materials for support teams
- Monitored sentiment trends, identifying and addressing potential PR issues
- Reported on engagement KPIs, driving strategy refinements