

MS

# Morgan Smith

## Social Media Marketing Manager

Social media marketing manager with six years of experience driving brand awareness and engagement through strategic campaigns and team leadership.

### Location

Denver, CO 80202

### Phone

(123) 456-7890

### Email

morgan.smith@example.com

### Website

LinkedIn | portfolio

## Key Skills

- Budget management
- Influencer partnerships
- Analytics and reporting
- Content strategy
- Paid social advertising

## Education

University of Colorado Boulder,  
Boulder, CO  
May 2017  
Bachelor of Science (B.S.)  
Marketing

University of Minnesota,  
Minneapolis, MN  
May 2011  
Bachelor of Science (B.S.)  
Marketing

## Professional Experience

Social Media Marketing Manager, BrightBrands | Denver, CO  
May 2019 - Present

- Led a team of three to develop integrated social campaigns, resulting in a 40% increase in brand mentions
- Managed a \$100K annual social ad budget, optimizing spend to achieve a 6% average click-through rate
- Partnered with influencers to deliver campaigns that garnered 2 million impressions across platforms

Social Media Specialist, MarketPulse | Denver, CO  
June 2017 - April 2019

- Created daily content and monitored analytics, driving an 18% growth in follower base
- Conducted A/B testing on creative assets, improving engagement by 12%
- Prepared quarterly performance reports for senior leadership