

MS

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

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.

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