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# Riley Anderson

## Social Media Marketing Specialist

Social media marketing specialist with five years of experience growing brand visibility through strategic content creation and platform optimization. Skilled at driving engagement and follower growth using data-informed decisions. Known for executing viral campaigns that resonate with target audiences and align with overall brand strategy.

## CONTACT



(555) 456-8901



email@example.com



LinkedIn | Portfolio



Minneapolis, MN

## KEY SKILLS

- Content planning
- Cross-platform analytics
- Instagram Reels and TikTok
- Paid social campaigns
- Social listening tools
- Sprout Social
- Visual storytelling
- Viral campaign strategy

## EDUCATION

- Bachelor of Arts in Media Studies

University of Minnesota,  
Minneapolis, MN | May 2018

## PROFESSIONAL EXPERIENCE

**Social Media Marketing Specialist** | Vibe & Co.  
April 2021 - Present

- Managed daily social media posting across five platforms, resulting in a 90% increase in follower growth over two years
- Launched TikTok strategy including influencer partnerships, growing new audience segment by 35% within six months
- Analyzed post performance with Sprout Social and adjusted content strategy weekly, boosting engagement by 50%

**Marketing Coordinator** | InFocus Branding  
June 2018 - March 2021

- Developed monthly content calendars and coordinated with design team to maintain consistent brand tone and visuals
- Executed paid social campaigns with a \$60,000 annual budget, lowering CPC by 20% year over year
- Produced interactive Instagram Stories and LinkedIn polls that increased average story views by 40%

## CERTIFICATIONS

- Meta Certified Digital Marketing Associate, Meta | August 2023