YOUR NAME

SOCIAL MEDIA MANAGER

[City, State] | (202) 555-0100 | your.name@example.com | Portfolio (demo)

PROFESSIONAL SUMMARY

Social media manager with [X] years of experience planning content, answering community messages, and reporting results for a consumer brand. Works across Instagram, TikTok, LinkedIn, and YouTube Shorts, and ties each content plan to a campaign goal.

CORE SKILLS

Content strategy, Editorial calendars, Instagram, TikTok; LinkedIn, Short-form video, Community management, Copywriting; Meta Business Suite, Sprout Social, Canva, Monthly reporting

PROFESSIONAL EXPERIENCE

Social Media Manager | [Employer Name] | [City, State] | [Month Year] - Present

- Plan and publish the weekly content calendar for Instagram, TikTok, and LinkedIn with the brand, product, and email teams.
- Answer comments and direct messages in the brand voice and send service issues to the support team the same day.
- Build monthly reports on reach, engagement, saves, and link clicks, then suggest what to repeat and what to drop.
- Brief freelance designers and video editors, review drafts, and keep posts in line with the brand guide.
- Coordinate creator partnerships for seasonal launches, including briefs, approvals, and a short wrap-up after each campaign.
- Reviewed published content for accuracy, brand voice, and working links before compiling performance reports.
- Grew combined organic reach by 41% over one year through recurring short-form series and audience-specific campaigns.
- Planned 12 monthly content calendars and coordinated approvals across product, design and customer support.
- Reported social-assisted website visits and campaign conversions alongside engagement, avoiding vanity metrics alone.
- Adapted campaign messages to channel-specific formats while preserving approved brand voice and accessibility checks.

[Previous Position Title] | [Employer Name] | [City, State] | [Month Year] - [Month Year]

- Scheduled posts, wrote captions, and kept a shared content calendar for four product lines.
- Tracked weekly engagement in a spreadsheet and sent a short summary to the marketing manager.
- Replied to customer comments and flagged repeat questions to the product team.
- Logged experiments with hooks, formats, and posting times and reviewed what was worth testing again.

PROJECTS

Cross-Channel Product Campaign

- Designed a documented campaign brief, audience-specific content calendar, reporting framework and post-campaign recommendations based on reach, traffic and audience actions.
- Reviewed reach, engagement, audience retention and referral actions to recommend the next creative tests rather than relying only on impressions.

EDUCATION

[Degree or Training] | [Institution] | [Year]