DONNA

Stroupe

S o c i a l M e d i a M a n a g e r

# About Me



Creative and results-driven social media manager with over 5 years of experience in crafting and executing successful social media strategies. Proven track record of increasing brand awareness, engagement, and follower growth through innovative content and targeted campaigns.

# Skills:

**Education:**

Bachelor of Arts in Marketing Borcelle University

123 Anywhere St., Any City 2015 - 2019

# Language:

Chinese Korean Japanese

94% 86% 84%

+123-456-7890

[www.reallygreatsite.com](http://www.reallygreatsite.com/) [hello@reallygreatsite.com](mailto:hello@reallygreatsite.com) 123 Anywhere St., Any City

# Professional Experience:

## Social Media Manager

August 2021 - March 2024| Borcelle Company

Developed and executed a comprehensive social media strategy resulting in a 40% increase in engagement rates.

|  |  |
| --- | --- |
| Social Media Strategy | 90% |
| Content Creation | 87% |
| Community Management | 95% |
| Analytics & Reporting | 84% |
| Paid Social Media Advertising | 92% |

Created and managed content calendars, ensuring consistent and timely posts that aligned with brand messaging.

Utilized analytics tools and monitor performance and provide actionable insights to improve campaigns.

## Social Media Specialist

March 2019 - July 2021 | Rimberio Company

Led community management efforts, engaging with followers, responding to comments, and fostering a positive online community.

Designed and implemented paid social media campaigns achieving a 25% increase in lead generation.

Collaborated with marketing and design teams to create visually appealing and effective social media content.