

MICHAEL WILSON

Social Media Content Creator

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📍 New York, NY

🌐 [LinkedIn](#)

WORK EXPERIENCE

Social Media Content Creator

VICE Media

📅 2020 - current

📍 New York, NY

- Designed high-quality infographics on Adobe Creative Cloud, increasing overall impressions by 33% for each post.
- Created informative videos on Loom, resulting in a 29% increase in video views and engagement by followers.
- Identified current trending topics using BuzzSumo to plan seasonal campaigns which **improved content share rate by 19%**.
- Held weekly social media audits on Instagram and Facebook, which resulted in a 31% increase in engagement metrics.

Social Media Assistant

Condé Nast

📅 2017 - 2020

📍 New York, NY

- Helped revamp the company's Instagram account, **increasing follower growth by 22% within the first quarter**.
- Used Instagram Insights analysis to organize campaigns, resulting in a 9% increase in click-through rates.
- Responded to all customer inquiries on social media within the first hour and achieved a 98% response rate.
- Optimized Trello boards to reduce approval times for posts by 43% and ensured prompt content publication according to schedule.

Junior Social Media Officer

VaynerMedia

📅 2014 - 2017

📍 New York, NY

- Introduced a user-generated content campaign for testimonials, increasing the average UGC submissions by 18% in six months.
- Curated and sourced high-quality images from Unsplash that met the brand's vision and theme, reducing content approval time by 14%.
- Ideated and implemented strategies for Instagram Stories, **increasing daily traffic to the account by 7%**.
- Assisted in executing live social media events and interviews with well-known personalities, bringing 21% organic traffic to the account in one quarter.

EDUCATION

Bachelor of Science
Communication

New York University

📅 2010 - 2014

📍 New York, NY

SKILLS

- Adobe Creative Cloud
- Buffer
- Instagram Insights
- Trello
- Loom
- Unsplash
- BuzzSumo
- Facebook Ads Manager
- Hivebrite
- Instagram