



JESSICA TAYLOR

SOCIAL MEDIA CONTENT CREATOR

CONTACT

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(123) 456-7890 

San Francisco, CA 

[LinkedIn](#) 

EDUCATION

Bachelor of Arts

Journalism

University of Southern

California

2009 - 2013

Los Angeles, CA

SKILLS

Canva

Hootsuite

Twitter Analytics

Asana

Streamlabs OBS

Giphy

Trendsmap

Google Ads

Replies by Buffer

Snapchat

WORK EXPERIENCE

Social Media Content Creator

Salesforce

2019 - current / San Francisco, CA

- Managed Salesforce's main Google Ads campaign, achieving a **19% decrease in cost-per-click rate**.
- Tracked key performance indicators using various tools like Twitter analytics, consistently meeting Salesforce's social media growth targets every quarter.
- Worked with cross-functional teams for multiple projects within Asana, which improved content delivery speed and efficiency by 37%.
- Created and managed a social media content repository from scratch, improving content organization for the entire team by 51%.

Content Writer

Twitch Interactive, Inc.

2016 - 2019 / San Francisco, CA

- Wrote engaging and SEO-optimized blogs for Twitch, attracting the main target audience and increasing reader count by an average of 22.8% every month.
- Researched long-tail keywords that **increased Twitch's blog visibility by 32%** on multiple search engines like Google, Bing, and Yahoo.
- Used Twitch analytics to track user behavior and preferences on the platform, leading to an 11% improvement in content personalization.
- Made user-friendly scripts for tutorial videos on Loom, reducing Twitch platform usage-related inquiries by 43%.

Social Media Writer

BuzzFeed, Inc.

2013 - 2016 / Los Angeles, CA

- Crafted compelling social media captions that increased engagement on Facebook and Twitter posts by 26% over the course of six months.
- Closely worked with the design team members to create visually appealing Instagram casseroles and videos that increased user engagement by 34%.
- Analyzed BuzzFeed's and its competitors' weekly traffic to identify content gaps and create unique content, **growing followers across all social media platforms by 21%**.
- Managed a team of 3 interns, overseeing content creation and scheduling, which increased daily content output by 17%.