

Christopher Anderson

Social Media Content Creator

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Framingham, MA

[LinkedIn](#)

WORK EXPERIENCE

Bose Corporation - Social Media Content Creator

2018 - current

Framingham, MA

- Implemented a TikTok content strategy that increased brand visibility worldwide and **attracted 409,208 new users within five months.**
- Scheduled and automated social media posts, saving time spent on posting and improving overall productivity by 36%.
- Tracked social media trends and competitor posting activity, leading to a 39% increase in the number of trending hashtags.
- Managed a budget of \$240,899 for each campaign and consistently saved 6% of the overall budget.

TripAdvisor - Marketing Coordinator

2015 - 2018

Needham, MA

- Handled all Twitter Ads campaigns, optimizing ad spend to **generate a 27% increase in website traffic.**
- Created monthly reports with detailed KPI analysis, displaying a 19% growth in TripAdvisor's social media following every quarter.
- Developed engaging social media contests with rewards like insights on discounted hotel packages, driving a 41% increase in participation.
- Integrated unique content in cold email marketing campaigns, increasing click-through rates by 24%.

Wayfair - Marketing Assistant

2012 - 2015

Boston, MA

- Assisted in creating compelling 27+ furniture descriptions and blog posts, optimizing SEO using Google Keyword Planner, and increasing monthly website traffic by 19%.
- Directed high-quality video content on OBS Studio displaying the latest furniture products of Wayfair and **increased video engagement on their official YouTube channel by 11%.**
- Helped in the organization and execution of Wayfair's first Facebook virtual event, resulting in an attendance of 223.4 people.
- Leveraged different software to implement email automation workflows and saved 9 hours of manual effort per week.

EDUCATION

Emerson College - Bachelor of Science, Marketing Communication

2008 - 2012

Boston, MA

SKILLS

Final Cut Pro; Later; Facebook Insights; Google Workspace; OBS Studio; VSCO; Google Keyword Planner; Twitter Ads; Sprinklr; TikTok