





JENNIFER MARTINEZ

Social Media Content Creator

CONTACT

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(123) 456-7890 
Columbia, MO 
[LinkedIn](#) 

EDUCATION

Bachelor of Arts
Journalism
University of Missouri
2007 - 2011
Columbia, MO

SKILLS

InShot
Sprout Social
Google Analytics
Notion
Zoom
Adobe Spark
Hashtagify
LinkedIn Ads
Zendesk
Pinterest

WORK EXPERIENCE

Social Media Content Creator

Cerner Corporation

2017 - current / Columbia, MO

- Organized post ideas in Notion, helping all writers and designers with cross-team collaboration, reducing the average content creation time by 26%.
- Designed engaging graphics and animations using Adobe Spark, **increasing post impressions across multiple social media accounts by 17%**.
- Used Sprout Social to schedule posts for special events, reducing posting errors by 22%.
- Leveraged InShot's creative effects and transitions to enhance video storytelling, which increased the average watch time on YouTube by 38%.

Digital Marketing Assistant

VMLY&R

2014 - 2017 / Columbia, MO

- Managed and optimized Google Analytics for multiple client campaigns, increasing their website traffic by 22%.
- Effectively communicated with clients over Zoom to present campaign results and take feedback, improving client satisfaction rate by 31%.
- Assisted in the creation of 3 marketing automation workflows for nurturing leads which led to the retention of 34% new clients.
- Planned and executed targeted LinkedIn Ads that **boosted lead generation by 29%**.

Social Media Writer Trainee

Burns & McDonnell

2011 - 2014 / Columbia, MO

- Assisted in creating content on Burns & McDonnell's official Pinterest account, increasing monthly traffic by 29%.
- Used Hashtagify to find the top-ranking hashtags, which increased post visibility and global reach by 21% on Twitter.
- Maintained a consistent record of **meeting a 92% brand alignment score in quarterly audits**.
- Partnered with the SEO team to integrate long-tail keywords into social media content, generating 9% monthly organic traffic from all social platforms.