

NATALIE ZEELE

Social Media Manager

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 Brooklyn, NY
 LinkedIn

CAREER OBJECTIVE

Social media manager with 9+ years of experience creating, implementing, and optimizing social media strategy for companies and brands with a collective 3M+ followers.

Relentlessly focused on generating new revenue through the use of social media. Ready to bring this energy and commitment to an environmentally focused finance brand like GoodLeap.

EDUCATION

B.S.
Marketing
University of Pittsburgh

 September 2008 - April 2012
 Pittsburgh, PA

SKILLS

- Instagram, Twitter, Facebook, Pinterest, YouTube, TikTok
- Sprout Social, Hootsuite
- Google Analytics
- Google Docs, Google Sheets
- Photoshop
- SEO
- Paid social media advertising
- Data analytics

WORK EXPERIENCE

Social Media Manager

LLamasoft

 January 2015 - current

 New York, NY

- Designed and executed global social media strategy across 1.2M followers on LinkedIn, Twitter, and Facebook
- Increased social media lead generation by 46% year-over-year, generating \$3.5M in revenue through regular engagement with customers, influencers, and followers
- Worked closely with the content marketing manager to represent the voice of the customer to generate new blog post ideas and amplify those posts on social media
- Developed automated reporting in Google Sheets on social media KPIs for executive leaders, saving 12 hours of monthly manual work
- Reduced customer support requests by 7% by engaging with customers on social media whenever they had product issues

Social Media Specialist

Young Living Essential Oils

 April 2012 - January 2015

 Washington D.C.

- Developed a cross-channel social media platform to engage different customer segments on Facebook, Instagram, Twitter, and Pinterest, resulting in \$820K in annual incremental revenue
- Used Photoshop to create compelling visualizations that regularly had engagement in excess of 10K likes, comments, and shares
- Moderated user content to ensure all engagement with the brand was appropriate and amplified company mission and message
- Leveraged data to understand what worked on each social media platform to improve engagement rate by 34% year-over-year
- Worked closely with the director of marketing to optimize the content calendar across all platforms to coincide with new marketing and product launches

Social Media Intern

Brightlings

 January 2012 - April 2012

 Remote

- Created social content for Twitter, Instagram, and Facebook for 13 to 18-year-old girls seeking opportunities to grow creative writing talents
- Completed competitive research and benchmarking to further understand target audience and goals
- Communicated with target audience on social platforms to help grow total followings to over 1M