

SEQUOYAH TABAAHA

*Social Media & Online
Reputation Manager*

✉ s.tabaaha@email.com

☎ (123) 456-7890

📍 New England, ND

🌐 [LinkedIn](#)

📘 [Facebook](#)

🐙 [GitHub](#)

EDUCATION

Bachelor of Arts

Business Marketing

Dickinson State University

📅 2014 - 2018

📍 Dickinson, ND

SKILLS

- Website SEO
- Storyboarding
- Trend Analysis
- Collaboration
- Engagement Strategy

CERTIFICATIONS

- Social Media Manager Certificate
- Advanced Search Engine Optimization Certification

WORK EXPERIENCE

Social Media Analyst

RestorixHealth

📅 July 2021 - current

📍 New England, ND

- Analyzed KPIs for 55+ social media campaigns, providing insight on ROI and strategic improvements
- Utilized analysis results to present alternative campaigns to a board of 6 directors, changing the direction of 3 campaigns and **increasing customer outreach by 17%**
- Collaborated across 4 departments to provide strategic insight into performance improvement

Social Media Manager

Lighthouse Commodities, LLC

📅 July 2020 - July 2021

📍 Bismarck, ND

- Designed and **executed a global social media strategy across 1.2M followers on LinkedIn and Facebook**
- Coordinated with the content marketing manager to generate 530+ new blog post ideas and amplify them on social media
- Improved social media lead generation, generating \$3.4M in revenue through regular engagement with customers, influencers, and followers

Marketing Content Specialist

West & Company

📅 January 2018 - May 2020

📍 Dickinson, ND

- Wrote 164+ monthly pieces of content, receiving praise as the top content creator in 2019 and 2020
- Specialized in content SEO, improving Google rankings position that resulted in an **18% increase in lead generation**
- Built key reports in Tableau for the executive team around content KPIs, such as marketing spend, new leads, revenue generated, and ROI, saving 18 hours of reporting each week

Marketing Content Intern

West & Company

📅 June 2017 - December 2017

📍 Dickinson, ND

- Crafted 16+ weekly blog posts that **increased website traffic by 12%**
- Handled content creation for 7 different platforms, including blog content, webpage copy, social media posts, and email subscription content