

JESSIE TALA

SOCIAL MEDIA MARKETING ANALYST

CONTACT

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

EDUCATION

B.S.
Marketing
University of Missouri
August 1998 - May 2002
Columbia, MO

SKILLS

Instagram, Twitter,
Facebook, Pinterest,
YouTube, TikTok
Sprout Social, Hootsuite
Google Analytics
Tableau and Power BI
Google Docs, Google
Sheets
SEO
Paid social media
advertising

WORK EXPERIENCE

Social Media Planner

ModCo Media

February 2015 - current / Kansas City, MO

- Negotiated contracts with 5+ clients per week, collaborating with 16 Fortune 500 companies since 2015
- Established networks with 200+ social media influencers with access to 10+ key audiences, ensuring marketing campaigns reached target audience through trusted sources
- Optimized campaign performance, *using social media quizzes and questionnaires to gauge interest and boost engagement by 43%*
- Adhered to clients' budgets, ensuring transparent communication with client and project team

Social Media Marketing Associate

NGageContent

August 2006 - February 2015 / Kansas City, MO

- Co-developed budget plans for social media department, ensuring ROIs of at least 45% for all clients
- Assessed marketing success utilizing KPIs, redefining campaign format when targets were not hit and saving \$50K+ in potential lost revenue
- Collaborated with team of 7 to determine resource allocation priorities, providing services ranging to B2B advertising on LinkedIn to direct customer outreach on Facebook and Instagram
- Tracked trends, responding to current events and *creating relevant posts to boost engagement by 95%*

Marketing Assistant

Young Explorers Club

December 2002 - August 2006 / Kansas City, MO

- Collaborated with 20+ marketing team members, providing weekly presentations on market trends
- Drafted marketing campaigns under the guidance of the marketing director, *receiving 94% positive feedback on supervisor reports*
- Orchestrated weekly staff meetings, coordinating schedules for 85% attendance
- Created content across 8 different mediums, including news articles based advertisements, website banners, events sponsorships, and social media campaigns