

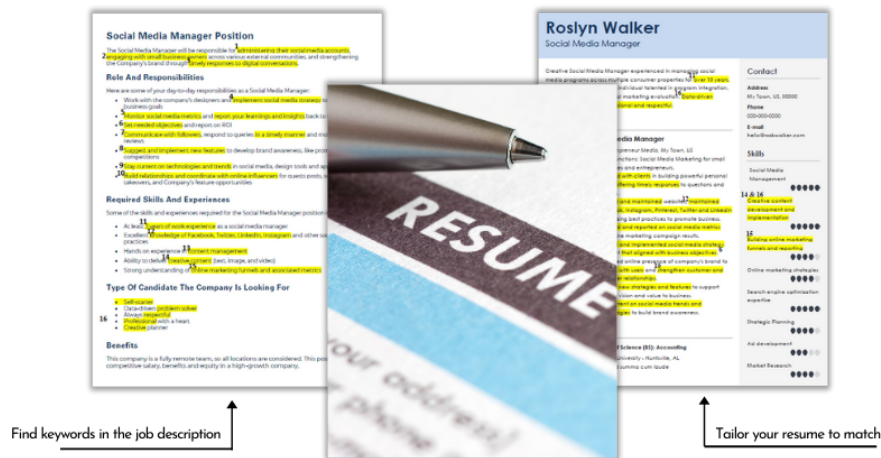
HOW TO MATCH YOUR

Resume

FOR THE JOB YOU WANT!



HOW TO MATCH YOUR *Resume* FOR THE JOB YOU WANT!



- 1 Read the job description carefully to identify the skills and experiences the hiring company is looking for. These are the keywords that you will include on your resume.
- 2 Tailor your resume to include those keywords that match your skillset and experiences.
- 3 Also, include your unique strengths and gifts that relate to the job you're applying for.
- 4 Put these keywords throughout your resume--in the resume objective, as well as in the skills and experience sections.
- 5 Finally, add these keywords in your cover letter tailored for each position you apply for.

Social Media Manager Position

The Social Media Manager will be responsible for ¹administering their social media accounts, ²engaging with small business owners across various external communities, and strengthening the Company's brand through ³timely responses to digital conversations.

Role And Responsibilities

Here are some of your day-to-day responsibilities as a Social Media Manager:

- Work with the company's designers and ⁴implement social media strategy to align with business goals
- ⁵Monitor social media metrics and report your learnings and insights back to the team
- ⁶Set needed objectives and report on ROI
- ⁷Communicate with followers, respond to queries in a timely manner and monitor customer reviews
- ⁸Suggest and implement new features to develop brand awareness, like promotions and competitions
- ⁹Stay current on technologies and trends in social media, design tools and applications
- ¹⁰Build relationships and coordinate with online influencers for quests posts, social media takeovers, and Company's feature opportunities

Required Skills And Experiences

Some of the skills and experiences required for the Social Media Manager position include:

- At least ¹¹3 years of work experience as a social media manager
- Excellent ¹²knowledge of Facebook, Twitter, LinkedIn, Instagram and other social media best practices
- Hands on experience in ¹³content management
- Ability to deliver ¹⁴creative content (text, image, and video)
- Strong understanding of ¹⁵online marketing funnels and associated metrics

Type Of Candidate The Company Is Looking For

- Self-starter
 - Data-driven problem solver
 - Always respectful
 - Professional with a heart
 - Creative planner
- ¹⁶

Benefits

This company is a fully remote team, so all locations are considered. This position offers competitive salary, benefits and equity in a high-growth company.

Roslyn Walker

Social Media Manager

Creative Social Media Manager experienced in managing social media programs across multiple consumer properties for ¹¹over 10 years. Proactive and hardworking individual talented in program integration, strategic planning and social marketing evaluation. ¹⁶Data-driven ¹¹problem solver who's professional and respectful.

Work History

2011-03 -
Current

Social Media Manager

Savvy Mompreneur Media, My Town, US

- Major Functions: Social Media Marketing for small businesses and entrepreneurs.
- ²Engaged with clients in building powerful personal brand, ³offering timely responses to questions and requests.
- ¹³Created and maintained websites, ¹²maintained Facebook, Instagram, Pinterest, Twitter and LinkedIn sites utilizing best practices to promote business.
- ⁵Analyzed and reported on social media metrics and online marketing campaign results.
- ⁴Planned and implemented social media strategy for Client that aligned with business objectives. ⁶
- ⁷Monitored online presence of company's brand to engage with users and ¹⁰strengthen customer and influencer relationships.
- ⁸Devised new strategies and features to support product vision and value to business.
- ⁹Kept current on social media trends and technologies to build brand awareness.

Education

2000 - 06

Bachelor of Science (BS): Accounting

My College - My Town, State

Graduated summa cum laude

Contact

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Skills

Social Media
Management



14 & 16

Creative content
development and
implementation



15

Building online marketing
funnels and reporting



Online marketing strategies



Search engine optimization
expertise



Strategic Planning



Ad development



Market Research

