

Amina Patel

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SUMMARY

Dynamic and results-driven Social Media Manager with over 5 years of experience in developing engaging content and executing strategic campaigns. Proven track record of increasing brand awareness and engagement through innovative social media strategies.

EXPERIENCE

Social Media Manager

Jan 2022 - Present

Creative Solutions Agency, Austin, TX

- Increased social media engagement by 40% over six months through targeted campaigns and content strategy.
- Managed a \$50,000 social media advertising budget, achieving a 3x return on ad spend.
- Collaborated with cross-functional teams to launch a new product line, resulting in a 20% increase in sales in the first quarter.

Social Media Coordinator

Jun 2019 - Dec 2021

Tech Innovations Corp, Houston, TX

- Developed and executed a content calendar that increased follower count by 25% within a year.
- Improved customer response time on social channels by 60% through the implementation of a new community management strategy.
- Conducted social media audits and analyses that informed strategy changes leading to a 15% lift in overall engagement.

Social Media Intern

Jan 2018 - May 2019

Digital Marketing Group, San Antonio, TX

- Assisted in managing daily social media posts, resulting in a 10% increase in audience interaction.
- Created engaging graphics and content for multiple platforms using Canva and Adobe Suite.
- Analyzed campaign performance metrics to support the development of optimized strategies.

EDUCATION

Bachelor of Science in Marketing

May 2018

University of Texas at Austin, Austin, TX • GPA: 3.7

SKILLS

Technical Skills: Content Creation, Social Media Analytics, SEO Strategy, Copywriting

Tools & Frameworks: Hootsuite, Google Analytics, Facebook Ads Manager, Canva