

Amina Patel

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SUMMARY

Dynamic and results-driven Senior Social Media Manager with over 8 years of experience in developing engaging content strategies and managing high-performance social media campaigns. Proven track record of increasing brand awareness and driving user engagement through innovative digital marketing techniques.

EXPERIENCE

Senior Social Media Manager

Jan 2022 - Present

Digital Innovations Inc., Chicago, IL

- Increased overall engagement rates by 60% across all social media platforms in under a year.
- Developed and executed a social media strategy that boosted website traffic by 40%, generating an additional \$200K in revenue.
- Led a team of 5 in creating targeted ad campaigns using Facebook Ads and Google Ads, improving ROI by 150%.

Social Media Strategist

Jun 2018 - Dec 2021

Creative Marketing Solutions, New York, NY

- Managed multi-channel marketing campaigns that increased brand visibility by 75%.
- Implemented analytics tools (Google Analytics, Hootsuite) to track campaign performance, resulting in a 30% improvement in conversion rates.
- Collaborated with cross-functional teams to enhance content strategy, leading to a 45% increase in follower growth.

Social Media Coordinator

Jan 2016 - May 2018

XYZ Media Group, Los Angeles, CA

- Executed social media campaigns that grew audience engagement by 50% within two years.
- Created and curated content for a variety of platforms, resulting in a growth of social media presence by 200% in three years.
- Developed a content calendar to streamline posting schedules, saving 15 hours per month in team resources.

EDUCATION

Bachelor of Science in Marketing

May 2018

University of Illinois, Champaign, IL • GPA: 3.7

SKILLS

Technical Skills: Content Strategy, Social Media Analytics, SEO Optimization, Digital Advertising

Tools & Frameworks: Hootsuite, Google Analytics, Canva, Adobe Creative Suite