

Aisha Mohammed

aisha.mohammed@example.com • (555) 123-4567 • Atlanta, GA • linkedin.com/in/aishamohammed

SUMMARY

Results-driven Social Media Manager with over 5 years of experience in developing and implementing effective social media strategies. Proven track record in boosting brand awareness and engagement through innovative content and data-driven decisions.

EXPERIENCE

Social Media Manager

Jan 2022 - Present

Tech Innovations Inc., Atlanta, GA

- Increased social media engagement by 150% over 12 months through targeted campaigns and community management.
- Developed a content calendar that improved post scheduling efficiency by 30%, leading to a 25% increase in audience reach.
- Implemented analytics tools to track campaign performance, resulting in a 40% increase in conversion rates.

Social Media Specialist

Jun 2019 - Dec 2021

Creative Solutions Agency, Atlanta, GA

- Managed social media accounts for over 15 clients, achieving an average follower growth of 60% across platforms.
- Executed social media advertising campaigns that generated \$100,000 in revenue in one year.
- Collaborated with design and content teams to produce high-quality multimedia content, resulting in a 35% increase in engagement.

Marketing Intern

May 2018 - May 2019

Global Marketing Corp., Atlanta, GA

- Assisted in the development of social media strategies that contributed to a 20% increase in brand visibility.
- Conducted research on industry trends and competitor strategies to inform content creation.
- Supported the analytics team in measuring campaign success and reporting on key performance indicators.

EDUCATION

Bachelor of Science in Marketing

May 2018

Georgia State University, Atlanta, GA • GPA: 3.7

SKILLS

Technical Skills: Content Strategy, Analytics Reporting, Community Engagement, SEO Optimization

Tools & Frameworks: Hootsuite, Google Analytics, Canva, Buffer