

SOCIAL MEDIA ANALYST RESUME

Job Objective:

To secure a Social Media Analyst position in a well established organization with a stable environment.

Highlights of Qualifications:

- Wide knowledge of online social networking, the blogosphere, search and listening tools.
- Ability to work quickly and independently under tight deadlines
- Excellent analytical and critical thinking skills
- Passion for social media and online engagement
- Ability to monitor, track and analyze all client social media properties
- Ability to plan, implement, manage, measure and report on all social media marketing efforts
- Proficient with HTML coding and PHP

Professional Experience:

Social Media Analyst
Volt Information Sciences, New York, NY
August 2005 – Present

- Performed market research to understand the psychology of a potential user.
- Supported and managed daily publishing through social media analysis on research agenda topics.
- Provided expertise and insight to the Editorial team on consumer conversations using Social Media Analysis tools and services.
- Monitored and studied trends in Social Media tools and applications
- Evaluated new Social Media Analysis tools and services.
- Interacted effectively with clients on Social Media topics and strategies.

Social Media Analyst
Corporate Executive Board, New York, NY
May 2000 – July 2005

- Educated the Editorial and Strategist teams and others across the company.
- Incorporated relevant social media insights and information into the company's products and services.
- Assisted effectively in conducting qualitative and statistical analysis of local, regional and global events.
- Attended frequent regional briefings, analyzed and coordinated meetings.
- Edited and documented regional reports, quantitative analysis and updated relevant content on Web site.

Education:

Bachelor degrees in Statistics
Santa Clara University, Santa Clara, CA

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