

---

## Social Media Strategist Resume

---

### Job Objective

Seeking opportunity to work as Social Media Strategist.

---

### Highlights of Qualifications:

---

- Strong experience in developing and implementing social media strategy
  - Exceptional knowledge of social media platforms such as Facebook, Twitter and YouTube
  - Sound knowledge of social media marketing tactics
  - Familiarity with HTML and PHP coding
  - Proficient with MS office applications
  - Good understanding of social media technologies, platforms, and services
  - Ability to interact with clients to understand business requirements
  - Ability to develop marketing budgets
  - Ability to adapt to changing business requirements
- 

### Professional Experience:

---

Social Media Strategist  
Jostens, Inc, Palos Park, IL  
August 2007 – Present

- Maintained social channels to improve business performance.
- Developed social media architecture for organization.
- Managed successful execution of social media campaigns.
- Reviewed and recommended improvement to social media programs.
- Evaluated the effectiveness of campaigns.
- Educated team members on media strategies and insights.
- Ensured that media program was in consistent with business objectives.
- Stayed up-to-date on social media trends.

Social Media Strategist  
Primescape Solutions, Inc., Palos Park, IL  
May 2004 – July 2007

- Worked with SEO Analysts to develop social media strategies.
  - Coordinated with management to develop strategic plans and budgets.
  - Conducted audits and presented results to senior management.
  - Maintained editorial calendars for website content.
  - Provided data driven recommendations for site.
  - Assisted in website content optimization activities.
  - Supervised social media team on daily basis.
  - Developed reports on social media management.
- 

### Education:

---

Bachelor's Degree in Journalism  
Fort Hays State University, Hays, KS

[Build your Resume Now](#)