



# Mars

## **Freelance - Social Media Manager**

### **Career Summary**

Experienced Professional with a Proven Track Record in Strategic Sales and Marketing Leadership Dedicated to driving revenue growth through innovative strategies and outstanding customer service.

### **Career Objective**

Experienced Social Media Manager with a strong background in strategic marketing planning, seeking to leverage over 20 years of expertise in managing high-volume regional and national sales programs to excel in driving engaging and effective social media campaigns. Committed to contributing to impactful projects as a valued team member in a positive and stable environment.

### Key Skills

- Social Media Management
- Strategic Marketing Planning
- Sales and Marketing Leadership
- New Business Development
- Customer Engagement
- Content Strategy and Copywriting
- Analytics and Insights
- Brand Engagement



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#### **Work History**

Sept 2018 – Present

Social Media Manager

Digital Marketing Agency

#### **Responsibilities:**

- Developed and executed highly effective social media strategies to enhance brand visibility, engagement, and customer satisfaction.
- Created compelling and innovative content to drive user engagement and conversions.
- Collaborated with clients to understand their goals and needs, ensuring project success.
- Analyzed social media data to measure performance and make data-driven improvements.
- Led cross-functional teams to develop and present engaging client presentations.
- Managed social media calendars, scheduling, and posting for various clients.
- Ensured consistency in brand messaging and visual identity across different platforms.
- Utilized analytics tools to monitor social trends and adapt strategies accordingly.



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### Core Skills

- Social Media Strategy and Management
- Content Creation and Copywriting
- Customer Engagement and Interaction
- Analytics and Data-Driven Decision Making
- Project Management
- Collaboration and Communication
- Brand Consistency
- Trend Analysis and Adaptation