



SOCIAL MEDIA MANAGER

- Managed communities across Facebook, Twitter, Instagram and Snapchat.
- Analyzed digital insights and data to create monthly reports for client using platforms such as: Social Bakers, SySomos and Snaplytics.
- Researches competitors' social media strategies, digital content and user engagement.
- Communicates and works daily with production team, graphic artists, and content creator to produce, implement and publish content.
- Storyteller of all the events sponsored by my client, such as: music, art and cultural.
- Involved in campaign concept development for digital, above the line, and below the line tactics.
- Stay up-to-date with digital technology trends.
- Respond to comments and customer queries in a timely manner.
- Provide assistance to production team in the field when needed.