





# MARIANA NAPOLITANI

SOCIAL MEDIA MANAGER

-  +123-456-7890
-  hello@reallygreatsite.com
-  @reallygreatsite
-  123 Anywhere St., Any City

## SKILLS

- Social Media Strategy
- Content Creation
- Community Management
- Analytics and Reporting
- Campaign Optimization
- Trend Analysis

## EDUCATION

Bachelor of Arts in Marketing  
2018 - 2021  
Keithston and Partners School

Strategic Marketing Planning  
2016 - 2018  
Ginyard International Co.

## LANGUAGES

English - Native  
Spanish - Proficient

## CERTIFICATIONS

Certified Social Media  
Marketing Professional  
2018 - 2021  
Keithston and Partners School

Certified Social Media  
Marketing Professional  
2019 - Liceria & Co.

## PROFILE

Results-driven Social Media Manager with 6 years of experience in developing and executing successful social media strategies. Proficient in content creation, community management, analytics, and campaign optimization. Seeking a challenging position to leverage my expertise in driving brand awareness, engagement, and growth through effective social media initiatives.

## EXPERIENCE

### Social Media Coordinator

Paucek and Lage • Jul 2020 – recent

- Assisted in the development and implementation of social media strategies to increase brand awareness and engagement.
- Assisted in managing influencer partnerships and collaborations, including identifying suitable influencers, negotiating partnerships, and tracking campaign performance.

### Social Media Manager

Fradel and Spies • Jun 2018 – Jul 2022

- Managed and monitored social media communities, engaging with followers, responding to comments, and addressing customer inquiries and concerns promptly and professionally.
- Conducted regular performance analysis, using social media analytics tools, to measure campaign effectiveness, identify areas for improvement, and implement optimization strategies.

### Social Media Specialist

Hanover and Tyke • Jun 2015 – Jul 2018

- Assisted in developing and implementing social media campaigns to increase brand awareness and engagement.
- Monitored social media channels, responded to comments and engaged with the online community to build brand loyalty.