

WORK EXPERIENCE CONTINUED

SOCIAL MEDIA MANAGER - Custom Tattoo Design

Burlington, ON

Feb 2017 - Dec 2017

- Responsible for the overall social media marketing execution across all social channels.
- Generate and share daily content, building connections within customer community.
- Provide analytics on each social channel's performance, with the ability to set and analyze KPI's with meaningful and actionable insights.
- Proactively introduce new ideas, staying current on emerging social trends and channels.
- Monitor community channels to identify opportunities, competitive landscape and potential issues aching the brand from a social standpoint.

SOCIAL MEDIA SPECIALIST - Barry's Jewellers

Hamilton, ON

Feb 2016 - Feb 2017

- Maintain, manage, and create content on all social media accounts through branded digital marketing (Facebook, Twitter, Instagram, Pinterest, Snapchat, YouTube).
- Create digital marketing web banners, social media posts and ads for Facebook and Instagram.
- Update content, manage web sales/inventory and customer email inquiries.
- Strategize brand awareness with the Hamilton Tiger-Cats corporate sponsorship.
- Develop social media marketing strategies by analyzing data through monthly and quarterly reports.

SOCIAL MEDIA SPECIALIST - On The Mat

Fort Erie, ON

Feb 2014 - Mar 2015

- Designed the studio's logo.
- Managed the studio's social media platforms on Facebook, Instagram and YouTube.
- Used Facebook analytics and other social media platform data to recognize trends.
- Photographed and filmed new content for promotional purposes.

REFERENCES



CONOR HAROLD
FOUNDER

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