



ERICA EVANS

SOCIAL MEDIA MANAGER

CONTACT



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ERICA EVANSBLOG.COM

PROFILE

Social Media Analyst with vast experience in SEO, quantitative research and managing the online presence of multiple industries and brands. With a Bachelor's Degree in Computer Science, I also assist with web design.

EXPERIENCE

SOCIAL MEDIA MANAGER

SOCIAL IMPRESSION | SEPT. 2019 - PRESENT

- Managed social media accounts and created social media for daily postings.
- Increased social media following and clicks by 200%.
- Develop digital marketing strategies to achieve business goals.
- Run marketing email metric reports, SEO analytic reports, and collect data with Google Analytics.

CONTENT WRITER

FIRST CLASS SCREEN PRINTING | AUG. 2018 - OCT. 2019

- Used Adobe XD to create wireframes for enhanced user experience, and create copy for end users.
- Produce written and digital content for social media outlets and websites.
- Created high-impact copy for all marketing media.

MARKETING ASSOCIATE

REMAX PREFERRED | SEPT. 2017 - SEPT. 2018

- Developed a successful social media strategy to increase brand awareness.
- Used Illustrator and Photoshop daily to create content.
- Wrote copy and messaging across organic social media platforms. User engagement increased by 39% in 60 days.

EDUCATION

BACHELOR OF SCIENCE | COMPUTER SCIENCE

WILMINGTON UNIVERSITY | 2018- 2019

SKILLS

- SEO and Google Analytics
- Social Media Strategy
- Marketing
- Advertising
- Copywriting
- Research