Experienced social media specialist with over 8 years experience across various social media platforms like Facebook, Instagram, YouTube, Twitter, TikTok, and LinkedIn. Handled copywriting, design, and marketing teams across all levels to create and implement effective marketing campaigns for intended demographics. Seeking to leverage my expertise and skill set for a position at Ogilvy.

Reece James

Social Media Specialist

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**Nationality**: American

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**Experience**

***Social Media Specialist* - Dynamo Buzz | Chicago, IL - 2016 – 2022**

Improved overall insights by organizing internal and external resources and utilizing each platform’s strengths to the fullest, increasing engagement rates by 23%.

Launched an online buzz monitoring system, created a crisis management protocol, and wherever necessary optimized the current quo of concerns through automated chatbot support systems.

Tailored material to meet target audience preferences and behavior, thereby boosting retention, followers, and engagement by 44%.

Planned and managed social media marketing campaigns on platforms like Facebook, Instagram, Twitter, and TikTok for big-name clients like Beats by Dr Dre and JBL.

***Social Media Manager* - Virality | Chicago, IL - 2013 – 2016**

Drafted, edited, and released material for all the brand’s corporate social media pages and partner channels.

Fostered brand innovation through the newest social media trends and hype.

Kept track of brand mentions across all social media channels and interacted with followers by responding to comments made by readers on articles and posts.

**Education**

***Bachelor of Arts in Media and Communications* - Bulbridge University | Chicago, IL - 2009 – 2013**

Graduated *magna cum laude* with a GPA of 3.78

* + - * + Relevant Credit Courses: Communication Training, Social Media Club, Photography Club, Media Meet, Event Management