

JANE DOE

SENIOR CONTENT MANAGER

CONTACT

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SUMMARY

Results-driven Senior Content Manager with 5+ years of experience in developing and executing comprehensive content marketing strategies that drive website traffic, social media engagement, and sales. Proven track record of success in leading cross-functional teams, creating engaging content, and leveraging industry trends and best practices to optimize content performance.

SKILLS

- Content Marketing
- Social Media Management
- Writing and Editing
- SEO and Analytics
- Project Management
- Team Collaboration
- Time Management
- Communication and Interpersonal Skills

EDUCATION

Bachelor of Arts

Sep 2010 - Jun 2014

New York University

New York City, New York

English Literature 3.8/4.0

LANGUAGES

English

Native

CERTIFICATES

CCMP

Jun 2018

American Marketing Association

Certified Content Marketing Professional

EXPERIENCE

Senior Content Manager

Jan 2018 - Present

Content Marketing Agency

New York City, New York

Develop and implement comprehensive content marketing strategies for clients across various industries, resulting in an average increase of 25% in website traffic and 30% in social media engagement.

- Developed and managed content calendars, ensuring timely and relevant content publication across multiple channels.
- Collaborated with cross-functional teams to conceptualize and create engaging, high-quality content that met client objectives and brand guidelines.
- Conducted thorough research and analysis to stay up-to-date on industry trends, best practices, and platform changes, applying insights to optimize content performance and client satisfaction.

Content Manager

Jun 2015 - Dec 2017

Digital Media Company

Los Angeles, California

Created, edited, and published high-quality, engaging content for online platforms, achieving a 50% increase in website traffic and a 20% increase in social media followers within 12 months.

- Researched and wrote articles, blog posts, and social media content on various topics, including entertainment, lifestyle, and technology.
- Utilized SEO techniques to optimize content for search engines, resulting in a 30% increase in organic search traffic.
- Collaborated with the design team to conceptualize and create visually appealing graphics, videos, and other multimedia content to enhance user engagement.

PROJECTS

Product Launch Campaign

Jan 2020 - Jun 2020

Senior Content Manager

Developed and executed a comprehensive content marketing campaign for a new product launch, resulting in a 40% increase in sales and a 25% increase in brand awareness.

Content Management Systems • Social Media Platforms • SEO Tools