

Tara Melsness

Social Media Analyst

Profile

A social media analyst with over three years of experience. I have a proven track record in managing and executing successful social media campaigns. My skills include content creation, community management, and reporting. I am also an expert in using various social media platforms such as Facebook, Twitter, LinkedIn, and Instagram.

Employment History

Social Media Analyst at Hootsuite, PA

Apr 2022 - Present

- Grew social media following by X% through the use of targeted content and ads.
- Implemented a successful social media campaign that increased brand awareness by X%.
- Generated XYZ in revenue through sales generated from social media platforms.
- Wrote compelling copy for social media posts that led to an increase in engagement by X%.
- Monitored competitor activity and created strategies to stay ahead of the competition.
- Successfully managed multiple clients' accounts, meeting or exceeding their expectations.

Social Media Specialist at Sprout Social, PA

Jul 2019 - Feb 2022

- Wrote and executed social media strategy for 3 clients that increased followers by an average of 15% month over month.
- Monitored client's social channels daily, responding to comments and messages within one hour.
- Successfully launched 2 social media campaigns that resulted in a 10% increase in website traffic.
- Worked with team members to create content calendar for all upcoming blog posts, infographics, images etc.
- Created weekly reports detailing progress made against objectives set forth at the beginning of each month.

Certificates

Social Media Marketing Professional Certificate

Dec 2020

Social Media Strategist Professional Certificate

Sep 2019

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📍 2402 Pennsylvania Ave, Pittsburgh, PA 15222

Education

Bachelor of Science in Communications at Pennsylvania State University

Aug 2015 - May 2019

I've learned how to communicate effectively with different audiences using various channels.

Links

[linkedin.com/in/taramelsness](https://www.linkedin.com/in/taramelsness)

Skills

Social media platforms (Facebook, Twitter, Instagram)

Google Analytics

SEO

Microsoft Office (Word, Excel, PowerPoint)

Adobe Creative Suite (Photoshop, Illustrator)

Hootsuite or similar social media management platform

Languages

English

German