

ARNETHA DESOLA

Social Media Coordinator

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PROFILE

I am a social media coordinator with over 3 years of experience in the industry. I have worked extensively with all major social media platforms and have developed a strong understanding of what it takes to create successful social media campaigns. My skills include content creation, graphic design, video editing, and platform management. I am also an expert at managing multiple projects simultaneously and excel at working within strict deadlines. In my previous role as a Social Media Coordinator for XYZ Company, I increased engagement by 25% through creative content strategies and innovative campaign ideas.

LINKS

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

SKILLS

Social media platforms (Facebook, Twitter, Instagram)

Content management systems (CMS)

Google Analytics

SEO

Microsoft Office Suite

Adobe Creative Suite

LANGUAGES

English

German

EMPLOYMENT HISTORY

● Social Media Coordinator at Sprout Social, SC

Jun 2022 - Present

- Successfully increased social media following by 20% through engaging content and targeted ads.
- Generated \$10,000 in revenue through Instagram sponsored posts.
- Managed a team of 3 social media interns and successfully trained them on best practices.
- Grew Facebook page from 0 to 10,000 likes in 6 months.
- Successfully ran 5 social media campaigns that resulted in an increase of website traffic by 30%.

● Social Media Specialist at Hootsuite, SC

Jul 2019 - Apr 2022

- Grew social media following by X% through XYZ strategies.
- Increased website traffic from social media channels by X%.
- Generated X leads for the sales team through social media campaigns.
- Helped launch XYZ product/initiative and increased brand awareness by x%.
- Crafted successful social media strategy that resulted in xxx.

EDUCATION

Bachelor of Science in Communications at University of South Carolina, SC

Aug 2015 - May 2019

Some skills I've learned are writing press releases, creating media kits, and drafting speeches.

CERTIFICATES

Social Media Marketing Certification

Jan 2021

Social Media Strategist Certification

Dec 2019

MEMBERSHIPS

American Marketing Association

Social Media Club