



Tahisha Mcwatters

Social Media Intern

I am a recent graduate of the University of XYZ with a degree in Communications and 1 year experience working as a Social Media Intern. I have developed strong writing, research, and communication skills that I can use to help your company grow its online presence. As your Social Media Intern, I will be responsible for creating and managing content across all social media platforms including Facebook, Twitter, Instagram, LinkedIn etc. In addition to content creation/management, I will also provide weekly reports on engagement metrics and insights gleaned from analytics tools such as Google Analytics or Hootsuite Insights.

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Education

High School Diploma at NC State University, Raleigh, NC

Aug 2017 - May 2021

I have learned how to read, write, and do math.

Links

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

Skills

Social media platforms
(Facebook, Twitter, Instagram)



Photoshop



Microsoft Office Suite



Google Analytics



Hootsuite



Social Media Management
Systems



Languages

English



Dutch



Employment History

Social Media Intern at Facebook, NC

Jun 2022 - Present

- Led a successful social media campaign that generated over 100,000 new followers in one month.
- Wrote engaging and creative content for social media platforms including Facebook, Twitter, and Instagram.
- Implemented effective strategies to grow brand awareness and engagement across all social channels.
- Monitored analytics on a daily basis to identify areas of improvement and optimize campaigns accordingly.
- Researched relevant industry news and trends to keep the company's social presence up-to-date.
- Worked closely with other members of the marketing team to ensure cohesive branding across all touchpoints.

Social Media Specialist at Twitter, NC

Jul 2021 - Apr 2022

- Crafted and executed social media strategies for [X] number of clients, resulting in an average increase of followers by [XX%] and engagement by [XX%].
- Grew a client's Instagram following from 0 to 10k organic followers in 6 months through consistent posting and engaging with the target audience.
- For one major client, increased website traffic by 500% within 3 months through managing all social media accounts (Facebook, Twitter, LinkedIn) as well as conducting bi-weekly webinars.
- Successfully launched 3 social media campaigns that generated over 100K hashtag impressions & 5K new page likes while maintaining a positive ROI for each campaign.
- Authored weekly blog posts on industry news/trends which received an average of 2K views per post within the first month.

Certificates

Social Media Marketing Certification

Jul 2021

Social Media Strategist Certification

Oct 2019