



Kanako Crolius

Social Media Manager

As a social media manager with over three years of experience, I have a proven track record of increasing online visibility and engagement for my clients. I am an expert at developing and executing social media strategies that align with business goals, and my creative content initiatives have resulted in significant organic growth for my clients. In addition to managing day-to-day tasks, I also excel at identifying opportunities for new partnerships and collaborations that can help take businesses to the next level.

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7456 Sunset Blvd, Atlanta, GA 
30303

Education

Bachelor of Science in Communications at Georgia Institute of Technology

Aug 2014 - May 2019

I have learned how to effectively communicate with others, how to write and edit different types of content, and how to use various forms of media to communicate messages.

Links

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

Skills

Social media platforms
(Facebook, Twitter, Instagram)

Content creation

Community management

Social media analytics

Advertising (paid social)

Marketing strategy

Project management

Employment History

Social Media Manager at Hootsuite, GA

Mar 2022 - Present

- Grew social media following by X% through engaging content and strategic partnerships.
- Led successful social media campaigns that resulted in Y new leads.
- Implemented a data-driven approach to social media that increased website traffic by Z%.
- Managed a team of 4 social media specialists who executed XYZ tasks daily.
- Wrote monthly reports for upper management detailing the successes and failures of various social media strategies.

Social Media Specialist at Sprout Social, GA

Sep 2019 - Feb 2022

- Grew social media following by X% through engaging content and regular postings.
- Implemented successful social media campaigns that increased brand awareness by X%.
- Generated XYZ leads through social media channels.
- Monitored social media activity and quickly responded to negative sentiment, resulting in a XX% decrease in complaints.
- Wrote compelling copy for blog posts, articles, and website pages that resulted in an increase of traffic from organic search by X%.

Certificates

Social Media Marketing Certification

May 2021

Social Media Manager Certification

Jan 2020

Memberships

American Marketing Association

Social Media Examiner