

Cayli Waska

Social Media Manager

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📍 1234 Elm Street, New York, NY
10001

Education

Bachelor of Science in Communications at The University of Kansas, KS

Aug 2015 - May 2019

I have learned how to communicate with people, how to effectively communicate ideas, and how to work with others in a team.

Links

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

Skills

Social media platforms
(Facebook, Twitter, Instagram)

Content creation

Community management

Social media analytics

Advertising (paid social)

Marketing strategy

Project management

Languages

English

Spanish

Profile

I have over three years of experience managing social media accounts for small businesses and organizations. I know how to create engaging content, grow a following, and measure success. I am also experienced in paid social media advertising. My skills have helped my clients increase their web traffic and sales

Employment History

Social Media Manager at Hootsuite, KS

May 2022 - Present

- Grew social media following by X% through creative content and engagement strategies.
- Implemented a successful paid social media campaign that generated Y leads.
- Led the team to develop XYZ strategy which increased website traffic by Z%.
- Wrote blog posts that were shared X times on average, resulting in increased brand awareness and website traffic.
- Managed social media accounts for clients in industries such as ABC, DEF, and GHI.

Social Media Specialist at Sprout Social, KS

Jul 2019 - Apr 2022

- Grew social media following by X% through the use of creative content and strategic hashtags.
- Implemented a successful social media campaign that increased brand awareness by X%.
- Generated XYZ leads for the sales team through effective use of targeted ads and lead capture forms on social media platforms.
- Managed all aspects of company's social media accounts, including daily posts, responding to comments/questions, and monitoring user engagement metrics.
- Wrote monthly blog post series that garnered XYZ views per month on average.

Certificates

Social Media Marketing Certification

Jul 2020

Social Media Manager Certification

Dec 2018

Memberships

American Marketing Association

Social Media Club