

# MARGURETTE PENSADO

Social Media Manager

[margurette.pensado@gmail.com](mailto:margurette.pensado@gmail.com)

(323) 014-4057

123 Kamehameha Ave, Hilo, HI 96720



## PROFILE

I am a Social Media Manager with over 3 years of experience. I have created and executed social media campaigns for both small businesses and large corporations. I have a proven track record of increasing engagement and growing followers on various platforms, including Facebook, Twitter, Instagram, Snapchat, and Pinterest. My skills include content creation, video editing, graphic design, community management, influencer outreach, paid advertising (Facebook Ads), lead generation/conversion funnels

## LINKS

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

## SKILLS

Social media platforms (Facebook, Twitter, Instagram)

Content creation

Community management

Social media analytics

Advertising (paid social)

Marketing strategy

Project management

## LANGUAGES

English

Bengali

## EMPLOYMENT HISTORY

### ● Social Media Manager at Buffer, HI

Apr 2022 - Present

- Grew social media following by X% through innovative content strategy.
- Successfully launched Y social media campaigns, generating Z impressions.
- Managed a team of XYZ social media specialists and interns.
- Regularly produced engaging content for Facebook, Twitter, Instagram, Snapchat etc.
- Analyzed data and metrics to identify areas of improvement for future campaigns.

### ● Social Media Specialist at Hootsuite, HI

Sep 2019 - Mar 2022

- Created and executed social media campaigns that generated [x] leads in the first month.
- Grew social media following by [y]% through regular engagement and content strategy.
- Designed and implemented a successful e-mail marketing campaign that increased website traffic by [z]%.
- Wrote compelling copy for website, landing pages, blog posts, etc. that boosted conversion rates by {a}%.
- Planned and oversaw execution of events (e.g. webinars, tradeshows) from start to finish resulting in {b} new sales opportunities.
- Managed day-to-day operations of all social media accounts.

## EDUCATION

### Bachelor of Science in Communications at University of Hawaii at Manoa

Sep 2015 - May 2019

Some skills I've learned are effective communication, writing skills, and public speaking.

## CERTIFICATES

### Social Media Marketing Certification

Feb 2021

### Social Media Manager Certification

May 2019

## MEMBERSHIPS

American Marketing Association

Social Media Examiner