

# Karenza Wambach

Social Media Specialist

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## EDUCATION

### Bachelor of Science in Communications at University of Alabama

Sep 2015 - May 2019

I've learned how to effectively communicate with others, how to write and edit various types of content, and how to use various forms of media to convey a message.

## LINKS

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

## SKILLS

Social media platforms (Facebook, Twitter, Instagram)

Content creation

Community management

Social media analytics

Advertising (paid social)

Marketing strategy

Project management

## LANGUAGES

English

Hindi

## PROFILE

I have over three years of experience as a Social Media Specialist. I am proficient in all major social media platforms, including Facebook, Twitter, and Instagram. I have a strong background in marketing and communications, which has allowed me to effectively manage social media campaigns for both small businesses and large corporations. I am highly organized and detail-oriented, with a proven ability to meet deadlines and deliver results.

## EMPLOYMENT HISTORY

### ● Social Media Specialist at Hootsuite, AL

Mar 2022 - Present

- Grew Twitter followers by 15% in 3 months through targeted content and hashtag strategies.
- Successfully implemented a social media calendar that increased website traffic by 10%.
- Managed all social media accounts for a major event and grew attendance by 5%.
- Created an Instagram campaign that received over 100,000 impressions in 2 weeks.
- Designed Facebook ads that generated \$10,000 in sales within 1 month.
- Authored blog posts which were shared 500 times on average across all platforms.

### ● Social Media Associate at SocialFlow, AL

Jul 2019 - Jan 2022

- Ideated and executed social media campaigns that led to a 15% increase in web traffic.
- Grew the company's Instagram following by 10,000 followers in 6 months through creative content strategy.
- Successfully increased engagement rates on Facebook by 25% with targeted ads and boosted posts.
- Created weekly blog post schedule and managed 2 ghostwriters, resulting in a 50% increase in website views per month.
- Researched relevant hashtags and trends to help grow the Twitter audience by 5,000 users over 3 months.
- Managed all aspects of Snapchat account (filters, geofilters, lenses) for major events which resulted 20% more attendees.

## CERTIFICATES

### Social Media Marketing Certification

Apr 2021

### Social Media Strategist Certification

Dec 2019

## MEMBERSHIPS

American Marketing Association

Social Media Examiner