

# Rayma Flatford

## Social Media Specialist

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### Profile

#### Details

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Over three years of experience in social media management and content creation. Skilled in developing and executing successful social media strategies across multiple platforms. Experienced in creating engaging content, managing community outreach initiatives, and analyzing data to drive growth. Passionate about building relationships with customers and driving brand awareness through creative storytelling.

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### Employment History

#### Social Media Specialist at Social Media Specialist - Mississippi, MS

Mar 2022 - Present

- Grew social media following by X% through the use of creative content and strategic outreach.
- Led successful social media campaigns that generated XYZ leads/sales.
- Wrote and designed engaging social media posts that increased user engagement by X%.
- Monitored brand sentiment across all channels and quickly addressed any negative feedback.
- Managed multiple client accounts simultaneously, within budget and deadlines.
- Trained new team members on best practices for social media marketing.

#### Social Media Associate at , MS

Aug 2019 - Jan 2022

- Grew social media following by X% through creative content and engaging with followers.
  - Implemented a successful social media strategy that increased website traffic by X%.
  - Wrote compelling copy for social media posts that generated high engagement rates.
  - Managed all aspects of the company's social media accounts, including Facebook, Twitter, Instagram, Snapchat, etc.
  - Created graphics and videos for social media platforms using Photoshop/Premiere Pro which received thousands of likes/shares.
  - Monitored analytics to track growth and adjust strategies accordingly.
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### Education

#### Bachelor of Science in Communications at Mississippi State University

Aug 2014 - May 2019

I've learned how to effectively and efficiently communicate with others through various channels.