

# Dottie Yerington

Social Media Specialist

## Profile

I am a highly experienced social media specialist with over three years of experience managing successful social media campaigns for major brands. I have a proven track record in growing and engaging online audiences, as well as an expert knowledge of all the latest trends and best practices in social media marketing. I am also an excellent communicator and team player, with the ability to manage multiple projects simultaneously while always meeting deadlines.

## Employment History

### Social Media Specialist at Twitter, ID

Jun 2022 - Present

- Wrote and designed weekly newsletters that achieved a 26% open rate on average.
- Monitored social media channels for mentions of the company or product, responding to negative sentiment in a positive way 80% of the time.
- Grew Facebook page likes by 15% through regular content posting and strategic paid advertising.
- Generated leads from Twitter which resulted in \$10,000 worth of sales within 2 months.
- Implemented an influencer marketing campaign that led to 10X ROI.

### Social Media Associate at Facebook, ID

Jul 2019 - Apr 2022

- Wrote and designed social media posts that increased engagement by 20%.
- Monitored social media channels for customer sentiment and feedback, reporting any issues to the team.
- Managed company's Facebook page with over 100,000 followers, increasing follower growth by 10%.
- Implemented a successful Twitter ad campaign that generated leads at a cost-per-lead of \$5.
- Collaborated with cross-functional teams to develop creative content for Instagram Stories, resulting in a 15% increase in views.

## Certificates

### Social Media Marketing Certification

Sep 2020

### Social Media Strategist Certification

Apr 2019

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## Education

### Bachelor of Science in Communications at University of California, Berkeley

Aug 2015 - May 2019

I have learned how to communicate effectively with others through verbal, nonverbal, and written communication.

## Links

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

## Skills

Social media platforms (Facebook, Twitter, Instagram)

Content creation

Community management

Social media analytics

Advertising (paid social)

Marketing strategy

Project management

## Languages

English

Indonesian