

Jayne Bulanda

Social Media Strategist

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📍 1201 N 85th St, Omaha, NE 68114

EDUCATION

Bachelor of Science in Communications at University of Nebraska-Lincoln

Aug 2014 - 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 communicate messages.

LINKS

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

SKILLS

Social media platforms (Facebook, Twitter, Instagram)

Content creation

Community management

Social media advertising

Reporting and analytics

Public relations

LANGUAGES

English

Urdu

HOBBIES

Listening to music

Watching movies

Travelling

PROFILE

I am a social media strategist with over three years of experience in the industry. I have worked with clients of all sizes, from small businesses to top-notch brands. My skills include content creation, community management, and campaign development. I am also an expert at analyzing data and creating reports that show the ROI of my work. In addition to being a strategic thinker, I am also creative and always come up with new ideas to keep my client's social media accounts fresh.

EMPLOYMENT HISTORY

● Social Media Strategist at Vantage Point Marketing, NE

Apr 2022 - Present

- Led the social media strategy for a major corporation, increasing followers by 20% and engagement by 30%.
- Successfully implemented a new social media platform across all channels resulting in increased traffic to website.
- Grew online sales revenue through effective use of paid advertising on Facebook and Instagram.
- Managed successful social media campaigns that generated awareness for charity events which raised \$10,000+.
- Organized and led weekly training sessions teaching best practices in Social Media Management to junior staff.
- Regularly produced engaging content calendars that received positive feedback from clients/customers.

● Social Media Specialist at Big Omaha, NE

Aug 2019 - Mar 2022

- Led a social media campaign that increased website traffic by 25%.
- Grew the company's Facebook following from 10,000 to 100,000 in one year.
- Wrote and published 30 blog posts per month on behalf of the company.
- Implemented a successful Twitter ad campaign that generated 500 new leads.
- Managed all aspects of the company's Pinterest account, including increasing followers by 5,000%.
- Regularly created graphics and videos for social media platforms which resulted in a 20% increase in engagement.

CERTIFICATES

Social Media Marketing Certification

Feb 2021

Social Media Strategist Certification

Jan 2020

MEMBERSHIPS

American Marketing Association

Social Media Examiner