



John Poster



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DIGITAL MEDIA MARKETER & ENGAGEMENT SPECIALIST

GLOBALLY TRAVELED ~ MULTI-CULTURALLY STIMULATED ~ INTERNATIONAL THINKER ~ INFLUENTIAL COMMUNICATOR

Tri-lingual professional with over 5 years' marketing experience, proven ability to infuse technology and consumer insights into brand-building PR campaigns, and track record for leveraging online communities while driving thought leadership and promoting social media as effective platform for idea exchange and new business development

CORE COMPETENCIES

- ♦ Digital Media Strategizing
- ♦ Global Content Distribution
- ♦ SEO & SEM
- ♦ Online Community Development
- ♦ Blogging & e-Newsletters
- ♦ Campaign Execution & Management
- ♦ Data & Web Analytics
- ♦ Trendspotting
- ♦ Account, Media & Public Relations

PROFESSIONAL HISTORY

COMPANY NAME, City, State (2011- 2012)

ENGAGEMENT SPECIALIST / ASSISTANT ACCOUNT EXECUTIVE

Recruited for social media expertise to serve as lead contributor to xyzcompany.com and held sole responsibility for managing site's highly active social component for strategic communications start-up.

Key Responsibilities:

- Constantly probed local/national/global news to stay abreast of new government regulations/labor policies and successfully acquired testimonials from affected business owners.
- Collaborated with major magazine writers and economic specialists to confirm topic/message suitability and accuracy, directed volunteer bloggers to engage peers in public domain, and managed weekly e-newsletter.
- Wrote and micro-blogged distributed minute-to-minute content updates across numerous social media channels.

Key Contributions:

- Executed strategic social media campaigns and introduced new content that boosted Facebook likes/fans by 6% and increased overall community engagement on key policy issues.
- Tripled genuine Twitter follower count by establishing relationships with influencers, transforming one-way news feed into conversation center, and building community of information-seekers/solution-generators.
- Authored feature e-articles that increased volunteer blogging while maintaining post rankings/responses/votes.

COMPANY NAME, City, State (2008 – 2010)

BUSINESS DEVELOPMENT ASSOCIATE (2009 – 2010) / **ASSISTANT ACCOUNT EXECUTIVE** (2008)

Held accountability for addressing new business opportunities (after merger) while performing previous role functions for multi-channel marketing firm with offices in North America, U.K., India, Germany, China, Australia, and Russia.

Key Responsibilities:

- Elevated position to global liaison and principal contact to client representing 1/3 of company's U.S. revenue.
- Managed broad-based project budgets (ranging from \$10K to \$100K) and tracked results of daily/weekly activities and events, including campaign releases, brand re-launches, client meetings, and industry conferences.

Key Contributions:

- Launched new series of marketing/sales materials and created global digital contact database in just 3 months.
- Achieved critical communication objectives, including company's first sponsorship of major social media event by co-organizing and managing PR events that met challenging deadlines.
- Conducted global comparison of food campaigns, identified market movements, and prepared fully interpreted research deck/database that provided management with broad-based planning tool.

EDUCATION

UNIVERSITY, PROFESSIONAL CERTIFICATE, DIGITAL MEDIA MARKETING, City, State (2012)

COLLEGE, BA, COMMUNICATIONS; GERMAN MINOR; STUDIED ABROAD, City, State (2008)

TECHNICAL & LANGUAGE SKILLS

Syomos, Hootsuite, Google Analytics, Statigr.am, Quantcast, Alexa, Twitter, Facebook, LinkedIn, YouTube, Foursquare, Get Glue, Instagram, Wordpress; MS Word/Excel/PowerPoint; Speak standard German/Spanish

Keywords: digital media strategist, public relations, pop culture, search engine optimization, search engine marketing, vertical marketing