

Samantha Lee

Social Media Manager

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LinkedIn URL



Social media marketer with expertise in content creation and audience engagement

Social media strategist with 5+ years' experience growing follower base by 60%, boosting engagement by 45%, and managing influencer partnerships that raised brand awareness by 30%.

Key Skills

Social media content strategy



Community engagement



Social media analytics (Sprout Social, Hootsuite)



Influencer marketing



Paid social advertising



Professional Experience

April 2020 - Present

Social Media Manager

Creative Edge Marketing | Los Angeles, CA

- Increased social media followers by 60% across Instagram, Twitter, and LinkedIn
- Developed social campaigns that boosted engagement by 45%
- Managed influencer partnerships that increased brand awareness by 30%

June 2017 - April 2020

Social Media Coordinator

Brand Focus Agency | Los Angeles, CA

- Created video content that generated over 200,000 views across platforms
- Assisted in ad campaign management, improving click-through rates (CTR) by 20%
- Analyzed performance data to refine content strategies for higher engagement

Education

Bachelor of Science in Communications

University of California, Los Angeles | 2017