

# HAILEY SCOTT

City, ST  
haileyscott@email.com  
(555) 123-7890  
LinkedIn

Entry-level social media manager with experience in content strategy and analytics

Creative and data-driven social media professional with experience in developing brand-aligned content, growing audience engagement, and analyzing campaign performance.

## Professional Experience

- June 2023 - December 2023

Social Media Intern

Digital Brand Solutions, City, ST

  - Managed social media accounts, increasing engagement by 35% in six months
  - Assisted in content creation and scheduling for multiple platforms
- August 2022 - May 2023

Marketing Assistant

University Marketing Department, City, ST

  - Helped coordinate social media campaigns for university events
  - Tracked and reported social media analytics to optimize engagement strategies

## Key Skills

- Social media strategy (Instagram, TikTok, LinkedIn)
- Content creation and copywriting
- Paid social advertising (Facebook Ads, Google Ads)
- Analytics and performance tracking
- Community management

## Education

Bachelor of Arts in Marketing & Communications (May 2024) University of City, City, ST