

Morgan L. Bloom

Social Media Coordinator

100 Main Street | South Bend, Indiana 46601 | 574-555-1234 | MorganLaneBloom@gmail.com
LinkedIn.com/in/morganlanebloom

HIGHLIGHTS

- 3 years of social media coordination and content experience
- Bachelor of Science (B.S.) degree in Information Technology
- Advanced knowledge of popular social media platforms, including Facebook, Instagram, LinkedIn, TikTok, Twitter, WhatsApp and YouTube
- Skilled in SEO, design, content management, email management and other related software programs, such as Adobe InDesign, Adobe Photoshop, ConstantContact, Google Analytics and WordPress
- Created and implemented 19 successful social media campaigns for 7 businesses that resulted in higher click-through rates (CTR), lead conversions and organic followers

SOCIAL MEDIA COORDINATION EXPERIENCE

Freelance Social Media Coordinator

2018-Current

South Bend, Indiana

- Develop, pitch, create, execute and track cross-functional social media marketing campaigns for 6 small, independently-owned businesses that include restaurants, online clothing retailers and an organic skincare product line
- Work hand-in-hand with clients to develop long-term social media goals as well as unique, creative and effective social media strategies
- Incorporate search engine optimization (SEO), search engine marketing (SEM), brand messaging and current social media trends
- Measure performance with web analytics tools and key performance indicators (KPIs), including audience growth, reach, engagement, response rate and customer feedback, to measure return on investment (ROI) and campaign effectiveness
- Cultivate relationships with industry-specific social media influencers and direct content with them
- Use social media and email marketing programs (including Agorapulse, Bronto and Planoly) to coordinate, schedule and manage campaigns
- Take photos, set up video shoots and create graphics using Adobe Photoshop and Sketch to produce social media-optimized content for all channels

Notable achievements:

- Increased organic impressions 22%, interactions 21% and followers 18% on Instagram for Berber's Café within 60 days
- Raised CTR 14% for AlisSkinOrganics.com and 12% for Hot Stone Pizzeria within 60 days
- Improved lead conversions 17% within 60 days for Rewind Clothing and 15% for Paramount Apparel

Assistant Social Media Coordinator/Content Creator

2017–2018

Act-Up Coffee, South Bend, Indiana

- Assisted Social Media Coordinator with creating and managing social media campaigns for a mid-sized coffee bean producer that was seeking to raise its public profile and customer base to attract new investors
- Brainstormed with the CEO and marketing team to develop innovative messaging that aligned with the company's goals and mission statement
- Incorporated SEO, SEM and current social media trends
- Shot photos, set up video shoots and created graphics using Adobe Photoshop and Sketch to produce social media-optimized content for all channels

Notable achievements:

- Pitched and successfully implemented an innovative social media campaign on Instagram highlighting the coffee producer's commitment to sustainably-sourced beans and fair wages that was featured on 2 local TV news programs
- Increased organic impressions 25% and followers 21% within 45 days

Online Marketing Content Intern

2016

South Bend Public Library, South Bend, Indiana

- Selected among 380 applicants for a 16-week internship at the main branch of the South Bend Public Library System
- Assisted the Online Marketing Content Manager with creating and managing social media campaigns on Facebook and Instagram highlighting classes, tutoring and computer services provided by the South Bend Library System

EDUCATION

Bachelor of Science, Information Technology, 2017
Indiana State University

COMPUTER SKILLS

Adobe InDesign, Adobe Photoshop, content management systems (Joomla, Drupal, WordPress), email management programs (Bronto, ConstantContact), G Suite (Google Analytics, Google Drive, Google My Business, Google Shopping), HubSpot, MS Office applications (Word, Excel, Power Point), social media platforms (Facebook, Instagram, LinkedIn, TikTok, Twitter, WhatsApp, YouTube), Sketch

VOLUNTEER POSITIONS

Adoption Marketing Assistant

2018-Present

Paws Patrol Rescue, South Bend, Indiana

- Shoot photos and write playful, engaging biographies of cats, dogs and other domestic pets available for adoption
- Assist in planning adoption events inside PetSmart stores 4 times per year, including coordinating with store managers, recruiting volunteers and designing signage