

Michael Stevens

Social Media

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Portfolio

[Check me out on LinkedIn](#)

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Leveraging 7+ years of expertise to create authentic marketing experiences in the digital landscape

SKILLS

- Copywriting
- SEO/SEM
- Blogging
- Graphic Design
- Video Editing
- Landing Page Design

MARKETING TECH STACK

- Adobe Illustrator
- Adobe Photoshop
- Adobe Animate
- Adobe Premiere Pro
- Hootsuite
- Google Analytics
- Google Sheets/Excel
- Google Ads
- Wordpress
- Canva
- Facebook Ads Manager
- Mailchimp
- Tableau

CERTIFICATIONS

- Google Ads - Display
- Google Ads - Measurement
- Google Ads - Search
- [Google Tag Manager](#)
- Hubspot - [Social Media](#)
- Hubspot - [Inbound Marketing](#)
- Hubspot - [Content Marketing](#)

EXPERIENCE

Social Media Specialist | ElectroNeek

SEP 2021 - Present

- Outline & implement the social media strategies on Facebook, Instagram, LinkedIn, Twitter, Quora, Reddit, and YouTube.
 - Grew Instagram following by 357% in 4 months
 - Grew LinkedIn following by 225% in 4 months
- Lead community engagement activities
 - Increased organic profile reach by 5.4 million on Instagram
 - Increased organic profile reach by 28k on LinkedIn
- Design & edit images and [videos](#) using Canva, Figma, and Photoshop
 - Maintained a 5% engagement rate across all platforms

Marketing Development Manager | Dear Snackers

MAR 2021 - SEP 2021

- Developed & executed omni-channel marketing campaigns
 - Increased social media engagement by 70% in 3 weeks
- PPC campaign development with Facebook Ads & Google Search Ads
 - Achieved a 5% click-through-rate on ads
- SEO analysis, strategy development, and SEO research
 - Increased organic traffic by 14.29%

Quality Assurance Coordinator | Discover Holidays

JAN 2019 - FEB 2020, Vancouver, BC

- Reinforced contracted obligations with our suppliers
 - Created an automated response system that increased customer satisfaction by 10% over previous period
- Edited product descriptions based on SEO research
 - Helped to increase organic traffic by 5%
- Reported itinerary patterns to the Marketing team
 - Assisted with the ideation of marketing campaigns using data

EDUCATION

BrainStation | [Diploma in Digital Marketing](#)

SEP 2020 - DEC 2020, Vancouver, BC

Canadian Tourism College | Associates in Hospitality Management

SE 2014 - 2015, Vancouver, BC