**Resume**

**Executive Summary**

Professional and dependable social media manager with more than seven years of experience. Offering in-depth expertise in social media marketing and content creation. Familiar with all aspects of SEO, SEA and affiliate marketing. Skilled at understanding customer desires and meeting their needs. International experience compared with intercultural competence.

**Areas of Expertise**

Digital Marketing, Marketing Strategies, Search Engine Optimization, Search Engine Advertising, Affiliate Marketing, Content Creation, Customer Relationship Management

**Professional Experience**

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| --- | --- |
| 10/2020 – ongoing | **Social Media Manager**  Beispielfirma GmbH, Beispielort   * Implementing and managing SEO and SEA * Responsibility for 10 employees |
| 03/2016 – 10/2020 | **Online Marketing Specialist**  Musterfirma AG, Beispielort   * Content Curation * Monitoring strategic marketing campaigns |

**Education**

|  |  |
| --- | --- |
| 10/2012 – 03/2016 | **Bachelor of Science in Digital Business** Technische Universität München |
| 09/2004 – 10/2012 | **General Qualification for University Entrance** Schiller-Gymnasium Berlin |

**Additional Skills and Qualification**

|  |  |
| --- | --- |
| language skills  computer skills  references | German (native speaker), English (C1 level, business fluent)  Microsoft Office, Photoshop, Google Analytics  **Tina Testfrau** Beispielfirma GmbH, Beispielort Head of Human Resources tina.testfrau@beispielfirma.de +49 123 456789 |