

ANTHONY WILLIAMS

Social Media Manager | TUCSON, 85705, UNITED STATES | (520) 303-7154

DETAILS

5241 W Kleindale Rd, Tucson, 85705,
United States
(520) 303-7154
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SKILLS

Content Research & Development
Social Media Management
Photography and Graphic Design
Adobe Creative Suite
Business Development Strategies

LANGUAGES

Spanish

PROFILE

Innovative and motivated Social Media Manager with vast experience creating content and managing the online presence of companies and brands. Bringing forth experience developing and managing trend-aware social media accounts on various platforms, resulting in an active community of followers. Adept in building engaging campaigns for users that result in higher visitor traffic patterns and greater success.

EMPLOYMENT HISTORY

Social Media Manager at Barrio Brewing Co, Tucson

October 2016 — Present

- Developed & coordinated tasting room events via social media.
- Managed various social accounts to maintain brand awareness.
- Oversaw new product shoots for instagram posts.
- Interacted with customers, employees, and vendors on a daily basis.
- Aimed to increase product awareness, attract new customers, and retain existing customers.

Social Media Manager at Nuanced Media, Tucson

March 2014 — October 2016

- Developed social accounts and set up content calendars for new clients.
- Recorded data regarding website traffic and user feedback.
- Assisted with management of client presence on varying social media platforms.
- Created infographics and images for client blogs and Facebook accounts.

INTERSHIPS

Social Media Intern at Rooster Teeth Productions, Austin

May 2013 — August 2013

- Researched information for possible content topics.
- Monitored and compiled data about trends within the Rooster Teeth community .
- Maintained community engagement on relevant Reddit sub-forums.

EDUCATION

Bachelor of Marketing, University of Arizona, Tempe

September 2010 — May 2014

Graduated Summa Cum Laude
GPA: 3.92
Phi Sigma Pi National Honor Fraternity Member

High School Diploma, Sedona High School, Sedona

September 2006 — June 2010

REFERENCES

Georgia Robinson from Barrio Brewing Co

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