

# Maxine Curry

## Social Media

### AREAS OF EXPERTISE

*Influencing engagement*

*Digital marketing*

*Hitting Targets*

*Internet campaigns*

*Sales*

*Online communication*

### PROFESSIONAL

*Fluent in German*

*First Aider*

### PERSONAL SKILLS

*Passionate*

*Forward thinking*

*Focused*

*Hard working*

### CONTACT

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Driving license: Yes  
Nationality: British

### PERSONAL SUMMARY

An energetic, creative and exciting individual who is very good at planning and executing social media campaigns that require a high degree of attention to detail. Maxine has extensive experience of driving online customer engagement through platforms such as YouTube, Instagram, Facebook and Twitter. On a personal level she is an avid social media user herself, who is desperate to develop and learn more in an inspiring workplace environment. She is a real self-starter who can support a Social Media Manager with the development of a social media strategy that will support the objectives of a company's business plan.

### WORK EXPERIENCE

#### *Company name – Birmingham*

SOCIAL MEDIA      Jun 2013 – Present

Responsible for implementing campaigns through websites, email marketing, social media and online advertising.

#### *Duties:*

- Managing the day-to-day running of the company's main social media accounts.
- Converting an online audience into subscription members and campaign supporters.
- Developing a social media presence across a range of campaigns and day to day activities.
- Advising colleague's on hot online topics, website traffic numbers and potential social media story lines.
- Using tactical offers/the promotion of relevant products to help drive online orders.
- Creating an online community of people who can market to and keep in touch with.
- Identifying opportunities to take the business into real-time conversations with online users.
- Supporting the online media campaigns of the company in any way possible.
- Writing up social medial content and activity.
- Initiating a two way engagement with people over social media platforms.
- Maintaining and updating a user database.
- Helping with the management of content on the corporate website.

#### *Company name - Location*

JOB TITLE      Employment dates (i.e. Aug 2011 – Jun 2013)

### KEY SKILLS AND COMPETENCIES

- Creative and able to think artistically.
- Communicating with people in an emotive and supportive manner.
- Excellent attention to detail, particularly in written content.

### ACADEMIC QUALIFICATIONS

*Nuneaton University*      **2008 - 2011**  
BSc (Hons)      Marketing

*Coventry Central College*      **2005 - 2008**  
A levels:  
Maths (A) English (B) Technology (B) Science (C)

**REFERENCES** – Available on request.



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