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ERIC EL

SENIOR SOCIAL MEDIA MANAGER

CONTACT



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Seattle



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SKILLS

PROFESSIONAL

- Social Media Strategy
- Paid Social
- Creative Direction
- Event marketing
- Analytics and reporting
- Social listening

SOCIAL MEDIA

- Instagram
- Facebook
- LinkedIn
- X
- Sprinklr
- Opal
- Brand Watch

PROFILE

Expert in building social media strategies with a track record of creating and implementing successful social media programs. Keeping up-to-date with constantly evolving technologies in digital marketing. Taking an agency approach towards big corporate brands to produce innovative, creative, and effective campaigns.

EXPERIENCE

Blog and Social Lead

Microsoft Cloud + Industry (DesignIT) | 2019 – Current

- Responsible for over 25 blog and social channels for Microsoft Cloud relating to Industries.
- Collaborating with stakeholders, copy and creative and programming to amplify 100+ social post per month.
- Work hand in hand with analytics team to deliver an extensive monthly report on performance, learnings and advise on “action items”.
- Overseeing social and blog content relating to Microsoft priority events.
- Responsible for paid social campaigns with budgets ranging up to \$400k

Senior Social Media Manager Lead

Microsoft (Jeffery M. Consulting) | 2018 – 2019

- Responsible for the customer experience within Microsoft store social community
- Created Microsoft Store’s social “playbook” that included brand voice and tone, target audiences, reactive and proactive strategies, and many other guidelines for community engagement.
- Introduced creative ideas for community engagement including, CSV codes, personalized creative and GIFs
- Managed a team of 5 community managers for Microsoft Store.

Social Media Strategist

Symetra | 2016 – 2018

- Work closely with our designers and copy writers to create creative content.
- Built editorial calendar, posts, advertising and promotions across social media platforms and blogs.
- Developed initial social media plan and presence for brand.
- Build monthly metric reports with insights and recommendations.

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SKILLS

PERSONAL

- Organized
- Time Management
- Creative
- Fast Learner
- Dedicated
- Hard Working
- Reliable

INTERESTS

SPORTS

ARCHITECTURE

PHOTOGRAPHY

DESIGN

TRAVEL

EXPERIENCE

continued

Social Media Specialist

Kenna Media | 2014 – 2016

- Developed and executed specific digital and social integrated marketing campaigns.
- Responsible for executing social media campaigns from set up, execution, management, optimizations, and reporting.
- Work closely with our clients to help develop and execute on strategy and paid media plans, and embed in account team projects as assigned.

Creative Director

1923 Management | 2009 – 2015

- Oversee interior design for new concepts and commercial build outs
- Managed creative teams for print digital and social media content.
- Oversee company website and social updates and increase community participation in content
- Create and execute social media campaigns

REFERENCES

MICROSOFT

ACCREDITIVE

CREATIVE GROUP

MICHAEL NI

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Recruiting Program

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