Calliope Rasmussen-Adeyemi

Social Media Coordinator

Brooklyn, NY · calliope.rasmussenadeyemi@example.com · (347) 555-0100 · LinkedIn · Portfolio

CERTIFICATIONS

Meta Certified Digital Marketing Associate, 2024

Hootsuite Social Marketing Certification, 2023

SUMMARY

Social media coordinator with 4 years at a 30-store regional retailer and a city nonprofit, publishing about 25 posts a week across Instagram, TikTok, Facebook, LinkedIn and Pinterest. Raised average Instagram engagement rate from about 1.8% to 3.4%, grew TikTok from 0 to 41,000 followers and cut comment response time to under 2 hours. Build weekly reports in Sprout Social and Looker Studio.

EXPERIENCE

Social Media Coordinator — Harbor & Pine Home Stores

New York, NY · Apr 2022 – Present

- Plan and publish about 25 posts a week across 5 platforms for a 30-store home goods retailer.
- Launched a TikTok account that grew to about 41,000 followers in 18 months through weekly product and store videos.
- Raised average Instagram engagement rate from about 1.8% to 3.4% by shifting to short videos and carousel tips.
- Reply to about 300 comments and messages a week, keeping average response time under 2 hours on weekdays.
- Coordinated 14 creator partnerships a year, tracking about $85,000 in sales through discount codes.

Social Media and Communications Assistant — Greenway Food Rescue

Brooklyn, NY · Jul 2020 – Mar 2022

- Ran Instagram and Facebook for a food rescue nonprofit, posting about 10 times a week.
- Grew Instagram followers from about 3,200 to 11,500 in 2 years with volunteer stories and event reels.
- Promoted 2 year-end giving campaigns that raised about $62,000 online, up from $38,000.

SKILLS

Content: Copywriting, short-form video, Canva, CapCut, Adobe Express, photo editing

Channels: Instagram, TikTok, Facebook, LinkedIn, Pinterest, YouTube Shorts

Community: Comment and DM management, moderation, creator partnerships, user content

Tools and Analytics: Sprout Social, Later, Meta Business Suite, Looker Studio, Google Analytics 4

EDUCATION

Bachelor of Arts, Communications, Hunter College, 2020

Fictional example by FindAJobAI: the person, employers and numbers are invented.