Alicia Chen

Social Media Manager

Portland, OR · alicia.chen@example.com · (503) 555-0127 · LinkedIn · Portfolio

SUMMARY

Social media manager with 5 years growing brand audiences in DTC retail and hospitality, working across Instagram, TikTok and email. Grew Instagram following from 40,000 to 125,000 in 2 years and built a TikTok series that drove 18,000 site visits in its first month. Known for pairing creative instinct with weekly performance review.

EXPERIENCE

Social Media Manager — Lumen Skincare

Portland, OR · Feb 2022 – Present

- Grew Instagram following from 40,000 to 125,000 in 2 years through a consistent content calendar and 15 influencer collaborations.
- Launched a TikTok product-demo series that reached 2.1M views and drove 18,000 site visits in its first month.
- Ran weekly A/B tests on post format and caption length, raising average engagement rate from 2.1% to 3.8%.
- Managed a $6,000 monthly paid social budget across Meta and TikTok Ads, lowering cost per acquisition by 22%.
- Built a UGC repost pipeline that cut original content production needs by a third while maintaining posting frequency.

Social Media Coordinator — Harborview Restaurant Group

Portland, OR · Jun 2019 – Jan 2022

- Managed Instagram and Facebook for 6 restaurant locations, growing combined following from 8,000 to 22,000.
- Created a weekly specials series that became the top-performing content type, averaging 3x the engagement of other posts.
- Coordinated influencer visits for 4 restaurant openings, generating a combined 45,000 impressions in launch week.

SKILLS

Platforms: Instagram, TikTok, Facebook, Pinterest, LinkedIn

Tools: Sprout Social, Later, Canva, Meta Ads Manager, TikTok Ads Manager

Content: Short-form video, influencer coordination, UGC sourcing, copywriting

Analytics: Native platform insights, Google Analytics, monthly reporting decks

CERTIFICATIONS

Meta Social Media Marketing Certificate, 2022

EDUCATION

B.A. Communications, Portland State University, 2019

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