



PROFILE



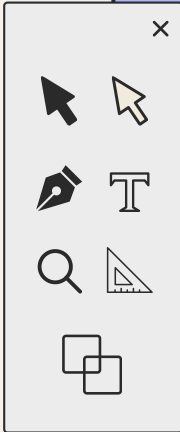
NAKIYA GORHAM

Digital Marketing Manager

Atlanta, GA

(404)-453-1705

nakiyagorham@gmail.com



KPI Measuring



Social Media



Storytelling



SEO/SEM Optimization



Copywriting



CRM Management



SKILLS



EDUCATION



Bachelor of Art (2022)
University of Tampa

Associate of Art (2017)
Georgia State University

Portfolio:

www.nakiyagorham.journoportfolio.com

EXPERIENCE



Senior Social Media Manager

LBK LLC. | Start-Up
Dec 2019 - present

- Widened customer base by 84% and increased revenue by 90% by implementing 6 campaigns.
- Coordinate and develop social standard methodologies, strategies with other departments.
- Led team of 8 marketing associates to increase external clients by 74% in 2021.

Marketing Coordinator

CATMEDIA INC. | Full-Time
May 2021 - September 2021

- Analyzed key performance metrics regularly, for the CDC making necessary recommendations for improvement.
- Implemented new content creation methods which increased returning users by 41%.
- Amplified ROI by 42% and maximized budget using vendor negotiation and selective media buying.

Digital Media Specialist

Coca-Cola | Internship
May 2020 - Aug. 2020




- Directed social media campaigns that created a 29% increase in social shares and a 33% increase in overall engagement with posts.
- Boosted Facebook and Instagram followings by 23% and 13% respectively.
- Managed social channels with compelling digital copy and content.





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To whom it may concern,

In my pursuit of new creative endeavors, I was excited to find the Social Media Manager opportunity with Hulu. As a progressive professional with lead generation experience, I believe that I can bring valuable contributions to your team.

Identifying innovative approaches and improved solutions to business challenges both motivate and drive me. Observation, inspiration, and determination are my foundation for success. My philosophy is that introducing fresh perspectives and new techniques allow businesses to evolve and grow. Similar to your company, my goal is to remain on the cutting-edge of advancements.

Formerly in my Senior Social Media Marketing Manager role, my successes have stemmed from essential skills, including project management and marketing. I have enhanced my collaboration abilities and cultivated a reputation as a major contributor through innovation and critical thinking. I am a collaborative team player who is always searching for opportunities to impart valuable insights. With these qualities, I am able to facilitate positive change and impactful outcomes.

For a greater presentation of my background and qualifications, please review my attached resume. I am eager to speak with you and greatly appreciate your consideration.



Nakiya Gorham

