



AMANDA MARTINOTTI

SOCIAL MEDIA MANAGER

CONTACT ME

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📍 Childress, Texas

EDUCATION

Social Media Marketing Certificate

Udemy

2025

Virtual Assistant Certification

Udemy

2024

Copywriting Masterclass 2022

Udemy

2022

SKILLS

- Social Media Management
- Social Media Marketing
- Organization
- Communication
- Copywriting
- Content Writing
- Canva Graphic Design
- Project Management
- Team work
- Analytics
- Influencer Marketing
- Creativity
- Adaptability
- Problem-Solving

WORK EXPERIENCE

Social Media Manager

5/2024 - 7/2024

Maryland Animal Chiro

- Spearheaded the development and execution of innovative marketing campaigns to introduce and promote Maryland Animal Chiro on Instagram and Facebook. Ensured substantial growth in follower engagement and sales.
- Designed and implemented comprehensive paid and organic social media strategies, resulting in enhanced brand visibility and sustained audience engagement.
- Performed in-depth market analysis to tailor campaigns that effectively drove organic traffic across Maryland. Identified key demographic trends and consumer behaviors to maximize campaign impact.
- Successfully increased engagement rates by 3,024% and boosted sales conversions by 3 % within the campaign period.

Social Media Manager

9/2020 - 10/2020

Beyond Eden

- Lead creative launch campaigns on Instagram, driving significant growth in engagement and generating appointments.
- Expertly maintained and strategized both paid and organic campaigns, utilizing Canva and Instagram to enhance brand visibility and customer interaction.
- Conducted thorough market research to curate highly effective campaigns that successfully drove organic traffic across Canada.
- Identified key trends and consumer behaviors to maximize campaign impact.
- Achieved a marked increase in engagement rates and appointment bookings, contributing to the store's overall success.

REFERENCES

Neal Rollins

Coworker

Phone: 940-585- 9588

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Jean Thompson

Owner

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