# E X P E R I E N C I A

R O C Í O C A S A S

B E L L I D O

P R O F E S I Ó N

# C O N T A C T O

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H E L L O @ R O X A N N E S M I T H . C O M W W W . R O X A N N E S M I T H . C O M

# O B J E T I V O P R O F E S I O N A L

I am an experienced social media manager seeking a full-time position in the field of social media and marketing communications, where I can apply my knowledge and skills for continuous

**EMPRESA 1**

PUESTO| FEB 2013 - DEC 2014

Managed social media accounts and created social media for daily postings

Increased social media following and clicks by 200%

**EMPRESA 2**

PUESTO| APR 2012 - JAN 2013

Developed a social media strategy to increase the following of the company website

Spearheaded a viral campaign for one of the company's new products

# F O R M A C I Ó N

**BACHELOR OF ARTS, MAJOR IN COMMUNICATION**

UNIVERSITY OF DUNDEE | 2009 - 2013 GPA: 3 . 9

# C U R S O S

**CURSO 1**

MOST OUTSTANDING SOCIAL MEDIA PRODUCER DEC 2014

**RICH MEDIA INTERACTIVE**

BEST INTERN JAN 2013

# H A B I L I D A D E S

improvement.



SEO and Google Analytics Social media strategy Marketing

Web content development Copywriting

Corporate blogging Project management Layout design

Photo editing Market research