

# Towanda Tagg

Social Media Manager

## Profile

A Social Media Manager with more than 5 years of experience in online marketing and communications. skilled in developing and implementing social media strategies designed to increase web traffic and brand awareness. Possesses a keen understanding of how social media can be used effectively to grow a loyal customer base and drive sales through direct engagement with customers. Experienced in managing multiple social media platforms, including Facebook, Twitter, Instagram, Snapchat, YouTube, Google+, LinkedIn etc.

## Employment History

### Social Media Manager at Microsoft, WA

Feb 2022 - Present

- Increased social media followers by X%.
- Implemented successful marketing campaigns that resulted in increased brand awareness and sales growth.
- Developed and executed social media strategy that aligns with business goals and drives ROI.
- Increased website traffic from social media channels by X%.
- Managed all social media accounts (Facebook, Twitter, Instagram, etc.) for the company/brand.

### Social Media Manager at Meta, CA

Jul 2017 - Dec 2021

- Increased social media following by XX% through strategic content marketing and outreach initiatives.
- Generated XYZ amount of leads from social media channels for the sales team.
- Developed and executed a successful social media strategy that increased brand awareness by X%.
- Created engaging and shareable content across all major social platforms resulting in an uptick in traffic to our website/blog/etc..
- Implemented a data-driven approach to social media campaigns which resulted in a xx% ROI.

## Certificates

### CISSP (Certified Information Systems Security Professional),

Jan 2021

### CompTIA A+ Certification,

Feb 2019

### Networking Academy CCNA Routing and Switching.

Nov 2017

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## Education

### Bachelors Degree in Business at Johns Hopkins University, Baltimore, MD

Sep 2013 - May 2017

Through my studies, I have learned how to effectively use social media platforms to engage with target audiences, as well as measure the success of my efforts through various analytics tools.

## Links

[linkedin.com/in/towandatagg](https://www.linkedin.com/in/towandatagg)

## Skills

Search Engine Optimization (SEO)

Keyword Research

Web Analytics

Content Management System (CMS)

Online Marketing Strategies and Implementation

Copywriting and Editing

## Languages

English

Hindi