



Madeleine Longendyke

Social Media Analyst

Dedicated Social Media Analyst with 1 year of experience in leveraging data-driven insights to optimize social media strategies, enhance customer engagement, and boost brand awareness. Proficient in social media analytics tools, content analysis, and performance reporting. Adept at conducting competitive analysis, identifying trends, and providing actionable recommendations for continuous improvement. Passionate about delivering results and driving growth through effective social media management.

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(132) 260-9821 

123 Maple Street, Helena, MT 
59601

Education

Bachelor of Arts in Communication and Media Studies at University of Montana, Missoula, MT

Aug 2017 - May 2022

Relevant Coursework: Media Theory, Digital Communication, Public Speaking, Journalism, Advertising, Public Relations, Media Production, Intercultural Communication, Media Ethics, and Social Media Management.

Links

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

Skills

Hootsuite

Google Analytics

Sprout Social

Canva

Buffer

TweetDeck

SEMrush

Employment History

Social Media Analyst at Montana Social Media Agency, MT

Feb 2023 - Present

- Increased overall brand engagement by 35% within one year by implementing targeted social media campaigns and optimizing content for Montana Social Media Agency's clients.
- Boosted lead generation by 25% in six months through the development and execution of an innovative social listening strategy, enabling MT Agency to better understand and cater to their target audience's needs.
- Successfully managed a \$100,000 social media ad budget for clients, resulting in a 20% increase in ROI and a 15% decrease in cost per click over a one-year period.
- Developed and presented comprehensive social media analytics reports to clients, leading to a 30% improvement in client retention rate and a 10% increase in new business referrals for Montana Social Media Agency.

Junior Social Media Analyst at Big Sky Digital Marketing, MT

Sep 2022 - Dec 2022

- Successfully increased Big Sky Digital Marketing's overall social media engagement by 35% within six months by implementing data-driven content strategies and optimizing posting times.
- Conducted a comprehensive competitor analysis that identified key performance gaps, leading to the development of targeted social media campaigns which boosted brand visibility by 25% and attracted 10,000 new followers across all platforms.
- Streamlined the social media analytics process by creating an automated reporting system, reducing the time spent on monthly report generation by 40% and allowing for more efficient data-driven decision-making.

Certificates

Hootsuite Social Marketing Certification

Sep 2021

Facebook Certified Digital Marketing Associate

Apr 2020