

Twila Mclaney

Social Media Editor

Profile

Social Media Editor with 1 year of experience in creating and managing engaging content across multiple platforms. Proficient in content strategy, analytics, and community engagement, with a passion for staying up-to-date on industry trends and best practices. Adept at collaborating with cross-functional teams to ensure consistent brand messaging and drive growth. Skilled in copywriting, content creation, and social media management tools, committed to enhancing brand awareness and driving audience engagement.

Employment History

Social Media Editor at Gannett Co., Inc., TN

Feb 2023 - Present

- Increased overall social media engagement by 35% within one year, resulting in higher brand visibility and customer retention for Gannett Co., Inc., TN.
- Successfully grew the company's Twitter followers by 50% (from 10,000 to 15,000) and Facebook likes by 40% (from 25,000 to 35,000) within a six-month period, contributing to a significant boost in website traffic and ad revenue.
- Implemented a targeted content strategy that led to a 25% increase in user-generated content submissions, enhancing the quality and variety of content shared across Gannett Co., Inc., TN's social media platforms.
- Spearheaded a successful influencer partnership campaign that resulted in a 20% increase in social media referral traffic, driving higher conversions and expanding the company's reach to new audiences.

Assistant Social Media Editor at The E.W. Scripps Company, TN

Jul 2022 - Jan 2023

- Increased overall social media engagement by 30% within the first year, leading to higher brand visibility and a significant boost in website traffic.
- Developed and executed a targeted content strategy that resulted in a 50% increase in followers on Twitter and Instagram, expanding the company's reach and influence on these platforms.
- Successfully led a social media campaign for a major news event, generating over 1 million impressions and driving a 25% increase in website visits during the coverage period.

Education

Bachelor of Arts in Communications and Media Studies at Middle Tennessee State University, Murfreesboro, TN

Sep 2018 - May 2022

Relevant Coursework: Media Theory, Digital Communication, Mass Communication, Interpersonal Communication, Public Relations,

Details

twila.mclaney@gmail.com

(370) 005-4721

123 Oak Street, Nashville, TN 37201

Links

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

Skills

Analytics

SEO

Copywriting

Graphic Design

Video Editing

Hootsuite

Canva

Languages

English

Dutch

Hobbies

Photography

Creative writing

Cooking and experimenting with new recipes