

Freda Vaudo

Social Media Marketing Manager

Profile

Results-driven Social Media Marketing Manager with 2 years of experience in developing and implementing innovative strategies to boost brand awareness, drive customer engagement, and increase revenue. Adept at analyzing social media performance metrics, optimizing content, and leveraging influencer partnerships to maximize campaign effectiveness. Skilled in using various social media platforms and tools to achieve business objectives while fostering strong online communities.

Employment History

Social Media Marketing Manager at SocialSEO, MD

Feb 2023 - Present

- Achieved a 50% increase in organic social media traffic: Successfully implemented innovative content and engagement strategies for SocialSEO's clients, resulting in a significant boost in organic social media traffic. This growth led to improved brand awareness and increased lead generation for the clients.
- Generated a 35% increase in conversion rates through targeted social media campaigns: Developed and executed data-driven social media campaigns for key clients, leading to a 35% increase in conversion rates. This improvement contributed to a substantial rise in sales and return on investment for the clients.
- Expanded SocialSEO's client base by 25%: Utilized advanced social listening tools and market research to identify potential clients and industries with a high demand for social media marketing services. Successfully onboarded 25% more clients within a year, contributing to the company's overall revenue growth and brand reputation in the MD market.

Assistant Social Media Marketing Manager at WebFX, MD

Aug 2021 - Jan 2023

- Successfully increased social media engagement by 50% over a six-month period through strategic content planning and implementing targeted paid advertising campaigns, resulting in higher brand visibility for clients.
- Managed and executed a social media campaign for a major client that generated a 40% increase in website traffic, 25% increase in leads, and a 20% increase in overall sales within a three-month time frame.
- Developed and implemented a comprehensive social media strategy for a new product launch, which resulted in a 35% increase in product awareness and a 45% increase in pre-order sales within the first month of promotion.
- Streamlined the social media content creation process by introducing new tools and techniques, reducing the time spent on content production by 30%, allowing the team to focus on more strategic initiatives for clients.

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📍 123 Main St, Baltimore, MD 21201

Education

Bachelor of Arts in Marketing and Communications at University of Maryland, College Park, MD

Aug 2017 - May 2021

Relevant Coursework: Marketing Principles, Strategic Communications, Digital Marketing, Consumer Behavior, Brand Management, Market Research, Advertising, Public Relations, Social Media Marketing, and Content Creation.

Links

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

Skills

Copywriting

Analytics

SEO

Graphic Design

Hootsuite

Video Editing

Google Ads

Languages

English

Dutch