

Dorsey Grugel

Social Media Specialist

Profile

Employment History

Education

Details

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Social Media Specialist with 1 year of experience in driving brand growth through innovative social media strategies and campaigns. Proficient in content creation, audience engagement, and analytics. Demonstrated success in increasing brand awareness, driving web traffic, and improving online presence across multiple platforms. Eager to leverage skills and creativity to contribute to a dynamic team and continue growing as a social media professional.

Social Media Specialist at Social Media Specialist IA, IA

May 2023 - Present

- Successfully increased overall social media engagement by 45% within a 6-month period, resulting in higher brand visibility and customer interaction.
- Developed and executed a comprehensive social media strategy that led to a 35% growth in followers across all platforms (Facebook, Twitter, Instagram, and LinkedIn) within one year.
- Implemented a targeted paid advertising campaign that generated a 25% increase in website traffic and a 15% increase in sales conversions within three months.
- Collaborated with the content team to create and curate high-quality, visually appealing content, contributing to a 50% increase in average post shares and a 40% boost in impressions over a 12-month period.

Junior Social Media Specialist at , IA

Aug 2022 - Apr 2023

- Successfully increased overall social media engagement by 45% within the first six months, through crafting and implementing a comprehensive content strategy that resonated with the target audience and encouraged user interaction.
- Developed and executed a highly successful influencer partnership campaign, resulting in a 60% increase in brand visibility and a 35% boost in follower growth across all platforms within a four-month period.
- Analyzed and optimized paid social media advertising efforts, reducing cost per click by 25% and increasing overall conversion rate by 18% within a three-month timeframe, leading to a significant improvement in return on investment for the company's marketing budget.

Bachelor of Arts in Communication and Media Studies at University of Iowa, Iowa City, IA

Sep 2018 - May 2022