

JOSILYN DELATRINIDAD

Social Media Content Creator

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PROFILE

As a Social Media Content Creator with over a year of experience, I have honed my skills in creating captivating and engaging content across multiple platforms. I have successfully managed various social media accounts, ensuring consistent growth in followers and engagement rates. My expertise in content curation, graphic design, and analytics allowed me to develop targeted social media strategies that resonated with diverse audiences. My dedication to staying current with industry trends and my strong communication skills have enabled me to collaborate effectively with team members and clients to deliver impactful results.

LINKS

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

SKILLS

Content creation

Graphic design

Copywriting

Analytics and data interpretation

Social media platform expertise

Community engagement and management

Video production and editing

LANGUAGES

English

Mandarin

EMPLOYMENT HISTORY

● Social Media Content Creator at Socially Connected Content, CO

Dec 2022 - Present

- Increased overall social media engagement by 50% within six months through the creation of visually appealing and shareable content, resulting in a significant boost to brand awareness and customer conversions.
- Developed and executed a targeted social media campaign that led to a 30% increase in followers across all platforms, contributing to a higher online visibility for Socially Connected Content, CO.
- Produced a viral video that garnered over 1 million views within the first week of posting, driving substantial traffic to the company's website and increasing new user sign-ups by 25%.

● Junior Social Media Content Creator at CO Social Studio, CO

Jul 2022 - Oct 2022

- Successfully increased social media engagement by 35% within six months through the creation and implementation of a targeted content strategy, resulting in a significant growth in followers and overall brand awareness for CO Social Studio clients.
- Developed and managed a high-performing content calendar that led to a 25% increase in organic reach across all social media platforms, thereby reducing the dependency on paid advertising and increasing ROI for CO Social Studio and its clients.
- Played a key role in a successful campaign for a major client, which resulted in a 50% increase in website traffic and a 40% boost in sales within a three-month period, positioning CO Social Studio as a trusted partner for effective social media marketing strategies.

EDUCATION

Bachelor of Arts in Digital Media and Communications at University of Colorado Boulder, CO

Sep 2018 - May 2022

Relevant Coursework: Digital Media Production, Visual Communication, Social Media Marketing, Web Design, Graphic Design, Multimedia Journalism, Media Ethics, Public Relations, and Digital Analytics.

CERTIFICATES

Hootsuite Social Marketing Certification

May 2021

HubSpot Content Marketing Certification

Aug 2019

MEMBERSHIPS

Social Media Examiner Society