Good Knowledge of all Social Media Platforms

Slack

SEO Knowledge

Digital Marketing

Proficient in Canva

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| **Abara Fredrick** Social Media Manager | | | | |
| (212) 256-1414 abara.fredrick@gmail.com linkedin.com/in/abara-fredrick/ | | | | |
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| **OBJECTIVE** |  | | | |
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| Social Media Manager with 4+ years of experience in online marketing, branding, and business strategy across media, and entertainment industries. Skilled in creating original content and running targeted ads to drive traffic to the client’s pages. | | | | |
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| **RELEVANT SKILLS** | | | Content Creation | |
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| **PROFESSIONAL EXPERIENCE** | | | |  |
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| **BLACK HOUSE MEDIA, Johannesburg**  *Social Media Manager September 2019–Present* | | | | |
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| * Manage all relevant accounts to improve brand positioning and growth * Source and develop new strategic partnerships, social engagements, and advertising opportunities that generate new revenue streams * Run targeted ads across all platforms to generate leads and grow followership | | | | |
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| **MOMO SOFTWARE, Johannesburg**  *Social Media Manager, June 2017–August 2019* | | | | |
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| * Worked with management to develop and apply digital marketing plans with a focus on driving acquisition and conversion * Created original content for all brand pages. * Increased conversions by 15% from paid sources (PPC, Grant, Display, and VOD) * Enhanced conversion rates by 12% via A/B testing landing pages for a better-performing conversion funnel | | | | |
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| **EDUCATION** | |  | | |
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| **JOHANNESBURG UNIVERSITY, South Africa**  *Bachelor of Arts, Communications, May 2017* | | | | |