



My Portfolio

# ALISON JACKSON

Social Media Manager

Delivering Digital Growth through Strategic  
Social Media Marketing

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## About Me

Creative and results-driven social media manager with over 3 years of experience in crafting and executing successful social media strategies. Proven track record of increasing brand awareness, engagement, and follower growth through innovative content and targeted campaigns





# EXPERIENCE

## Social Media Manager MyraTegan LTD.

Developed and executed a comprehensive social media strategy resulting in a 40% increase in engagement rates. Created and managed content calendars, ensuring consistent and timely posts that aligned with brand messaging. Utilized analytics tools and monitor performance and provide actionable insights to improve campaigns.

## Social Media Specialist TeeKickz

Led community management efforts, engaging with followers, responding to comments, and fostering a positive online community. Designed and implemented paid social media campaigns achieving a 25% increase in lead generation. Collaborated with marketing and design teams to create visually appealing and effective social media content.



# EDUC- ATION

- Social Media Marketing—**Coursera**
- Digital Ad certification—**Aleph**
- Content Marketing & Copywriting—**Udemy**



# SKILLS

1. Social Media Strategy
2. Content Creation & Copywriting
3. Community Management
4. Analytics & Reporting
5. Paid Social Media Advertising



# SOCIAL MEDIA STRATEGY

Creating a strategic social media plan tailored to business goals involves aligning social media activities with the company's overall objectives, target audience, and brand message. Here's a step-by-step guide to crafting an effective plan:



- Define Your Business Goals



- Identify Your Target Audience



- Choose the Right Social Media Platforms



- Define your niche, Clear Brand Voice and Consistency



- Content Strategy



- Set SMART Goals and track performance.





# SOCIAL MEDIA CAMPAIGNS

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Campaign in Social Media marketing lies in its ability to help brands achieve specific goals through focused, measurable, and time bound strategies.

## KEY ELEMENTS OF A SUCCESSFUL SOCIAL MEDIA CAMPAIGN



Clear Goals



Understanding the Audience



Creative Content



Platform Optimization



Engagement and Interaction

# campaign Result

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Campaign name: #Kickupyourstyle

platform: X(twitter)

## Campaigns Goals

- Drive Brand awareness
- Boost X engagement
- Increase product sales




## **Brand Awareness**

Expanded reach and visibility across platform.

## **High Engagement**

strong interactions through likes,comment,shares, and saves.

 Made over 100 sales during the campaign

 Organic growth of a relevant, loyal audience



# Thank You

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