

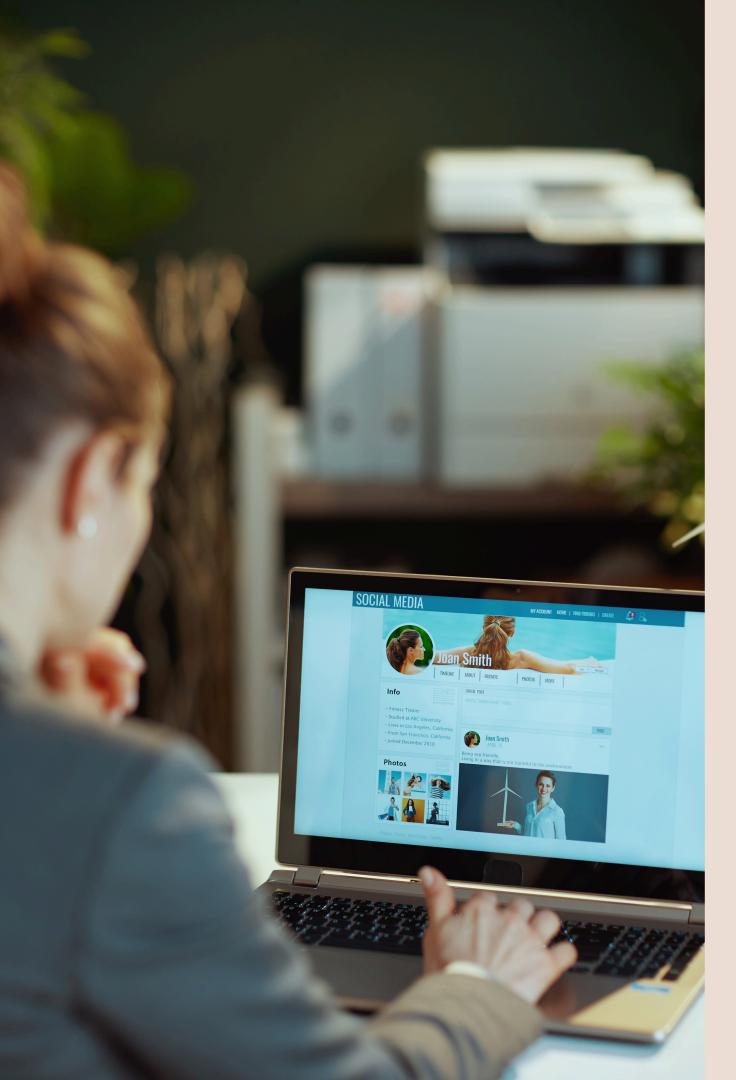
My Portfolio

ALISON JACKSON

Social Media Manager

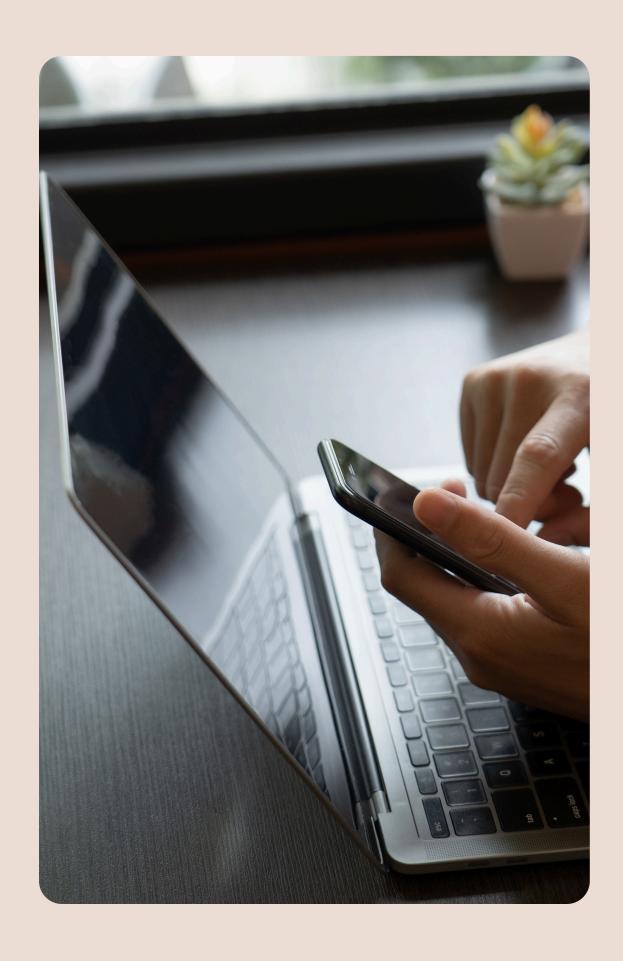
Delivering Digital Growth through Strategic Social Media Marketing

http://linkedin.com /in/alison-jackson-539894264



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

ContentMarketing &Copywriting—Udemy



SKILLS

- 1. Social Media Strategy
- 2. Content Creation &

Copywriting

- 3. Community Management
- 4. Analytics & Reporting
- 5. Paid Social Media Advertising

Page 6

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.



Page 7

SOCIAL MEDIA CAMPAIGNS

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

Campaign name: #Kickupyourstyle

platform: X(twitter)
Campaigns Goals

• Drive Brand awareness

• Boost X engagement

• Increase product sales



27 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

http://linkedin.com/in/alison-jackson-539894264