

# Barbara Ann Jones

(516) 555-5555 • someone@somedomain.com • LinkedIn • Facebook • Blog  
Twitter Handle • My del.icio.us • My StumbleUpon • Podcast Links  
Skype: SomeSkypeName • Link to download text and PDF resumes

## SOCIAL MEDIA MANAGER

Champion of social media tools and technologies, with a track record of creating and implementing successful social media programs. Keep up-to-date with constantly evolving technologies in online social networking, the blogosphere, search tools and Web 2.0, and work closely with clients to create innovative, effective campaigns.

### Partial List of Tools (full list available at myportfolio.com)

- Blogger
- WordPress
- TypePad
- Six Apart
- Live Writer
- Podcasting/  
Audacity
- FeedBlitz
- Bloglines
- LinkedIn
- Facebook
- MySpace
- Flickr
- Twitter
- Ning
- Ryze
- HTML/HTML  
editors
- YouTube
- Digg
- del.icio.us
- StumbleUpon
- Technorati
- reddit
- Google and  
related tools  
(Analytics, etc.)
- Camtasia
- Help a  
Reporter Out  
(HARO)
- PitchEngine
- ReportingOn
- Twellow
- Wikipedia
- Second Life

### Experience

**XYZ ASSOCIATES**, Sometown, NY — PR firm serving small businesses in the greater NY area  
**Social Media Manager**, 2008 to Present

*Partner with some of the most well-known technology companies in New York City to design and execute social media strategies that meet client objectives.*

- Develop and manage online marketing campaigns for ABC Co., DEF Co., GHI Co. and JKL Co., effectively driving brand awareness, engagement and traffic to social media pages.
- Achieve a strong, visible social media presence and develop concepts with viral potential. Continuously monitor online public relations and ensure the success of client programs.
- Assess social media marketing strategies to determine rate of return. Identify and tap into new channels to optimize ROI and fuel revenue growth.
- Place stories in *BusinessWeek*, *Wired News*, *Computerworld* and other key news outlets. Ensure placement in social content Web sites such as Digg, StumbleUpon, etc.
- Build a strong base of repeat business and serve as the #1 requested IT consultant.

**ACTION GROUP**, Sometown, NY — Full-service ad agency

**Senior Account Executive / Junior Account Executive**, 2005 to 2008

*Promoted to senior AE role, overseeing licensee management for Top Broadcasting Co. Drove a 100% increase in revenue within three years, resulting in annual retail sales of \$80M.*

### Education

**ABC UNIVERSITY**, Sometown, NY  
**BA in Marketing**, 2004