



# Mandy Karl

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## Profile

I'm a creative and driven social media manager with a passion for storytelling and a proven track record of creating and executing social media strategies that increase brand awareness, engagement, and conversions. I'm self-motivated, reliable, and goal-oriented with the ability to meet short and long-term objectives through daily organization and prioritization. I'm also a team player with a positive attitude, strong attention to detail, excellent communication skills, and an eagerness to learn.

## Social Media Skills

**Content creation and curation** - Ability to create, edit, and curate engaging and visually appealing content for social media platforms, blog posts, newsletters, email campaigns, ad campaigns, and more

**Social media strategy development** - Ability to develop and implement comprehensive social media strategies that align with overall marketing and business goals

**Platform expertise** - Knowledge and experience with popular social media platforms, such as Facebook, Instagram, Twitter, and LinkedIn

**Tool expertise** - Familiarity with technology and social media management tools, such as Hootsuite, Buffer, and Facebook Business Suite

**Analytics and data analysis** - Ability to use data and analytics tools to measure the success of campaigns and make informed decisions

## Soft Skills

- Communication
- Teamwork
- Creativity
- Organization
- Desire to learn
- Adaptability
- Attention to detail
- Problem solving
- Dependability
- Time management
- Critical thinking
- Accountability
- Self-motivation
- Conflict resolution
- Integrity

## Technical Skills

- Ad campaigns
- Facebook graphics
- Newsletters
- Audiograms
- Figma
- Podcast shownotes
- Blog copy
- Google Analytics
- Scheduling
- Canva
- Graphic design
- TikToks
- Data analysis
- Illustration
- Wordpress
- Email campaigns
- Instagram Reels
- YouTube Shorts
- Facebook ads
- KPI analysis
- **Much more**

## Education

**Medical Transcriptionist Diploma** — ICS Canada

**General Arts & Science Certificate** — Conestoga College

**TEFL Certification** — Online Teacher Training Course

**OSSD** — John Diefenbaker Secondary School

## Experience

### Social Media Account Manager — Lisa Larter Group

Remote, November 2021 - Present

- Worked with clients to develop and execute comprehensive social media strategies that align with their overall marketing goals
- Performed client and industry-specific research to provide relevant and captivating content to target audiences across social media channels, blogs, and newsletters
- Created, scheduled, and curated high-quality, engaging content for clients across multiple social media channels (Instagram, YouTube, Facebook, LinkedIn, Twitter, Pinterest, etc.), including text posts, polls, graphics, images, carousels, audiograms, reels, videos and ads
- Created high-quality, engaging content for client blogs and newsletters
- Engaged with client followers, responded to comments and messages, and managed online reputation
- Collaborated with client teams, such as marketing, branding, and customer service, to ensure a consistent brand message across all channels
- Monitored and analyzed client social media metrics to measure campaign success and identify areas for improvement
- Created, updated, and presented analytic and development reports
- Kept up-to-date with social media trends, tools, and technologies, and made recommendations for improving social media efforts
- Planned, co-ordinated and hosted virtual social events that included invitations, interactive team-building activities, and prizes

### Social Media Account Manager — Social Mediation

Remote, 2021

- Created, scheduled, and curated high-quality, engaging content for clients across multiple social media channels (Instagram, Youtube, Facebook, TikTok, Buzzsprout, LinkedIn, Hootsuite, Cashflow Tribe, Twitter, etc.), including text posts, polls, graphics, images, carousels, audiograms, reels, videos and ads
- Created, updated, and presented analytic and development reports
- Researched, designed, and tested carousel posts, memes, calls to action, eGuides, and more, specific to each client's target audience
- Created and customized digital illustrations specific to client's specifications

### Freelance Artist — Self Employed

Kitchener ON, 2018 - 2021

- Applied artistic, administration and organizational talents to build a profitable freelance illustration business
- Developed and maintained a strong client base by providing excellent customer service
- Worked with clients to gather and define requirements, establish scopes and manage project milestones
- Created and maintained a business profile on numerous social media platforms
- Consistently increased customer base through effective social media marketing

