

Sally Roberts

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[LinkedIn](#)

[Portfolio](#)

SUMMARY

Upbeat and diligent social media manager and content creator with strong written and verbal communication skills, and history of fostering exceptional professional relationships. Experienced in building brand awareness and designing social strategy rooted in KPIs and data analysis. Attentive to detail, and passionate about social storytelling as the most compelling tool of marketing.

EXPERIENCE

Social Media Manager

Wee Ones Club Preschool | New York City, NY | Oct. 2021-July 2022

Generated 20% growth in account followers upon assuming management of Instagram. Delivered 57.6% increase in accounts engaged, including 84.6% more non-follower accounts. Conceptualized and produced Instagram reel that received over 15,800 plays across Meta platforms. Digitized administrative records and overhauled payment tracking system to mitigate profit loss.

Fine Dining Server

New York City Restaurants | New York City, NY | Nov. 2018-Sept. 2021

Ascended through industry to floor server position at Michelin-starred fine dining restaurant. Provided exceptional carte blanche dining and wine service, managed packing for subscription pantry box program, served as head barista.

Research Intern

HistoryLink.Org Historical Encyclopedia | Seattle, WA | 2015

Developed comprehensive article categorization system to analyze content gaps, later used as foundation for entire database overhaul. Conducted research at historical archives, corresponded on behalf of organization with high-profile donors and commissioned historians.

EDUCATION

Vassar College | Poughkeepsie, NY

Bachelor of Arts, double major in History and Theater

PROFESSIONAL DEVELOPMENT

Certification | Social Media Marketing

HubSpot Academy

Certification | Search Engine Optimization

HubSpot Academy

SKILLS

Technical Skills

SEO, Canva, Google Analytics, Logic Pro, Google Suite, Microsoft Office Suite, video editing, content creation, typography, graphic design

Soft Skills

Positive attitude, exceptional organization and time management skills, active communicator, tried-and-true multitasker, calm and decisive in high-pressure situations