

Jordan A. Garnett

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SOCIAL MEDIA MANAGER

Content Creation | Community Management | Graphic Design and Video Editing

Results-driven social media manager with a passion for leveraging digital platforms to enhance brand presence, engage audiences, and drive business growth. Proven expertise in developing and executing creative social media strategies across multiple channels. Skilled in content creation, community management, and data-driven optimization to achieve measurable results and exceed objectives.

WORK EXPERIENCE

Wave Time Thrift - Fishers, *Indiana*

11/2020 - PRESENT

Social Media Manager

Developed and executed social media strategies that resulted in a 50% increase in brand followers and a 40% growth in engagement within six months.

- Created and curated engaging content across social media platforms, resulting in a 60% increase in organic reach and a 25% boost in referral traffic to the website.
- Monitored social media channels for customer inquiries and feedback, maintaining a response rate of 90% and ensuring positive customer experiences.
- Managed social media advertising campaigns, achieving a 30% improvement in ROI and a 20% decrease in cost per acquisition (CPA) through strategic targeting and ad optimization.

Enterprise - Zionsville, *Indiana*

12/2021 - 12/2022

Management Assistant

Responsible for managing and growing 400+ car fleet while ensuring quality service.

- Improved customer satisfaction score from 71% to 81% by providing quality service.
- Currently leading the branch in sales and customer shoutouts for the month of September.
- Reduce stagnant inventory by building efficient inventory strategies that service all internal requests and renting more vehicles from the fleet.

Omonoia FC - Nicosia, *Cyprus*

8/2018 - 5/2019

Professional Basketball Player/Operations Management Internship

Played professional basketball in the Cypriot Basketball Division A Men's League while interning under the team General Manager/Head of Basketball Operations.

- Led the team to the Cypriot Basketball Division A final 4 of the Cyprus Cup in the first year of Division A top League Era.
- Assisted the team head of basketball operations on game days managing arena prep, marketing, and apparel for the team.

EDUCATION

New York University Tisch School of the Arts – New York, NY

Professional Certificate – NYU Film and TV Industry Essentials, July 2023

Google – Mountain View, CA

Professional Certificate – Google Digital Marketing & E-commerce Specialization , July 2022

Northern Kentucky University – Highland Heights, KY

Bachelor of Arts – Organizational Leadership, May 2018

PROFESSIONAL SKILLS

- **Strategic Social Media Management:** Proficient in developing and implementing strategic social media plans to achieve brand objectives, increase engagement, and drive conversions across various platforms.
- **Content Creation and Curation:** Experienced in creating and curating compelling content tailored to target audiences, including posts, videos, graphics, and stories, to foster community engagement and brand advocacy.
- **Community Management:** Skilled in building and nurturing online communities, fostering positive interactions, responding to inquiries and comments, and managing brand reputation effectively.
- **Data Analysis and Insights:** Proficient in analyzing social media metrics and performance data to track KPIs, identify trends, and optimize content strategies for improved engagement and ROI.
- **Social Media Advertising:** Knowledgeable in creating and optimizing social media ad campaigns (Facebook, Instagram, LinkedIn) to reach target audiences, increase brand visibility, and drive conversions.
- **Influencer Collaboration:** Experience in identifying and collaborating with influencers and brand advocates to amplify reach, enhance credibility, and generate user-generated content.
- **Crisis Management:** Familiar with crisis communication protocols and experienced in managing social media crises effectively to minimize brand damage and maintain customer trust.
- **Social Listening:** Skilled in using social listening tools to monitor conversations, track brand mentions, and gather valuable insights to inform content strategy and improve brand perception.
- **Platform Expertise:** Proficient in utilizing various social media platforms and their unique features, algorithms, and best practices to optimize content performance and engagement.