Amelia M. Albanese
Social Media Marketing

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# Skills

Proficient in growing a social media account to attract more visitors to the website. With daily studying, I maintain up-to-date skills, sharpen my knowledge on the ever-changing trends in each social network I manage. Though most of the same material is shared to all networks, the method in sharing, frequency in posting, and the wording in these posts differ on all platforms. Despite little resources allotted by employers for social media, I put in twice as much effort that is required to produce impeccable content, strengthening the company’s brand.

# Experience

## July 2016 - PRESENT

### Socket Mobile, Newark, CA *- Copywriter, Content Manager*

*Barcode Scanner and RFID Reader manufacturer:* <https://www.socketmobile.com/>

Creating and then sharing press releases, newsletters, blogs, articles, related product images, and job postings.

* [Socket Mobile Facebook](https://www.facebook.com/socketmobile/): Grow followers with regular posts from the company site and other sites, all in efforts to spread the knowledge of the barcode scanner industry. Monitor messages and answering questions from customers.
* [Socket Mobile Twitter](https://twitter.com/SocketMobile) - @SocketMobile: Growing followers and spreading brand awareness through posts and interaction. Socket Mobile’s Developer program earned more attention and more subscribers via the developers I found on Twitter.
* [Instagram](https://www.instagram.com/socketmobile/): Began and grew the social media account, growing the followers from scratch, gaining comments, and implementing a more regular routine of sharing images and following others.

## November 2012 - July 2016

### Equipment East, Dracut, MA*- Online Content Manager*

*Heavy Construction Equipment Reseller*: <https://equipmenteast.com/>

All of the social media platforms were created from scratch (except for LinkedIn). I created all of the content that was shared to all of these platforms - newsletters, sales, press releases, etc.

* [Equipment East Facebook](https://www.facebook.com/equipmenteast/): Created and grew the profile from scratch, maintaining daily posts that gained interactions, new followers, and new customers through brand awareness.
* [Equipment East Twitter](https://twitter.com/EquipEast) - @EquipEast: Created and grew the profile from scratch, maintaining daily posts that were humorous and interactive, gaining interactions, new followers, and new customers through brand awareness.
* [Equipment East Pinterest](https://www.pinterest.com/equipmenteast/): The construction industry is not active on Pinterest, however the portfolio I created made a good reference to send customers to, in order to view various equipment available. Representatives from GoDaddy and other social network promoters were impressed by the Pinterest profile.
* LinkedIn: Joined groups related to construction industry, engaged, monitored messages, and posted job opportunities, as well as posted regularly.

## November 2010 - April 2012

### Team Research - EZRead, San Jose, CA*- Online Media Manager, eBook Specialist*

Though the company, EZRead, folded, the profiles are still viewable online, showing the last posts conducted solely by me. I created monthly newsletters and contests that were discussed on the varying social media platforms,

* [Facebook](https://www.facebook.com/ezreadbookstore/): Daily interactions on posts and Messenger grew our following by hundreds and drew in customers for our online store and submissions for our independent publisher.
* [Twitter](https://twitter.com/EZReadBooks) - @EZReadBooks: Daily, day-long tweets were initiated to keep users engaged, starting conversations and growing our following by tens every day.
* [Goodreads](https://www.goodreads.com/user/show/3680893-ezread-ebookstore): Groups were created to interact with contestants for monthly giveaways, and the growing following regularly visited the EZRead company website.

# Personal Brand

### Amelia Writes *- To support writers and entertain readers*

Using my own website as a means of testing new social networking theories, seeing how they translate within a personal industry versus a professional industry. With my daily attention, I have implemented techniques that are showing massive improvement within my own brand, that often translate for professional brands.

* [Twitter](https://twitter.com/AmeliaMA83) - @AmeliaMA83: Interaction and following, including conversation threads, can greatly increase a following within days. My own following grew 100 followers in just a few days by interacting on a like-minded thread.
* [Goodreads](https://www.goodreads.com/user/show/4371609-amelia-m-a): Within a related niche, followers/friends on this platform grow more slowly, but more seriously as they create true relationships with the person or brand they connect with.
* [Pinterest](https://www.pinterest.com/ameliamalbanese/): I have grown to 9.2k monthly viewers in about a year’s time by implementing new techniques that require strategic posting in regards to timing and images.
* [Instagram](https://www.instagram.com/amawritesstories/): I have refined my own brand without a professional photographer, understanding the style of photos that are wanted and following influential posts with interactive streams, growing by over 50 followers in a day.

# Certifications

Social Media Marketing Strategy - Fred Pryor Seminars