

AMY THOMPSON

Social Media Content Creator & Marketing Specialist

CONTACT

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EDUCATION

Bachelor of Science in Integrative Studies

Marketing & Organizational Communications
Kennesaw State University, 2011

Associate Degree in Business Administration

Reinhardt University, 1996

SKILLS

- ✓ Print & Digital Marketing
- ✓ Social Media Strategy & Management
- ✓ Content Development & Copywriting
- ✓ Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- ✓ CRM Software & Google Analytics
- ✓ SEO & Facebook Ads
- ✓ Event Planning & Promotion
- ✓ Executive Support & Office Management
- ✓ AI Tools

ADDITIONAL INFORMATION

- ✓ Expert in social media management across Facebook (Meta), Instagram, TikTok, X (Twitter), and LinkedIn.
- ✓ Proficient in Microsoft Office, Adobe Creative Suite, Canva, CapCut, and more.
- ✓ Extensive experience in content creation, branding, and audience engagement.

ABOUT ME

Results-driven marketing professional with extensive expertise in digital and print marketing, social media strategy, and executive support. Skilled in creating engaging content, managing campaigns, and driving brand awareness through innovative marketing solutions. Adept at working with executives, clients, and teams to develop and implement high-impact marketing strategies.

WORK EXPERIENCE

FREELANCE SOCIAL MEDIA STRATEGIST (2021 – PRESENT)

- Develop customized social media strategies tailored to client goals, target audiences, and market trends.
- Video Creation & Editing: Produce engaging short-form and long-form video content for platforms like Instagram Reels, TikTok, and YouTube using Canva, CapCut, and Adobe Premiere Pro. Optimize videos for maximum reach and engagement through strategic storytelling, captions, and trending audio.
- Email Marketing & Digital Newsletters: Design and execute mass email campaigns using platforms like Mailchimp, Constant Contact, and HubSpot. Craft compelling newsletters, promotional emails, and automated drip campaigns to boost audience engagement, retention, and conversions.
- Create visually appealing graphics using Canva and Adobe InDesign, ensuring brand consistency across digital platforms.
- Manage end-to-end social media campaigns, including paid ads on Facebook and Instagram, and track key performance metrics using Google Analytics and native platform insights.
- Engage with online communities, respond to messages and comments, and implement strategies to grow and retain an active follower base.

MARKETING SPECIALIST & OFFICE MANAGER

All Atlanta Realty – Marietta, GA (2019 –

- 2021)
- Managed social media platforms and website updates using WordPress and IDX.
 - Implemented SEO strategies and handled online reputation management on Google and Yelp.
 - Developed digital and print marketing materials for real estate listings.

DIRECTOR OF AGENT SERVICES

Keller Williams Realty Cityside – Smyrna, GA (2017 – 2019)

- Designed and executed marketing campaigns to support agent training and technology initiatives.
- Created branded content and managed social media presence across multiple platforms.
- Organized events and provided social media training for agents.
- Developed onboarding systems to enhance agent success.