



KATHRYN ALEXANDER

Social Media Manager

CONTACT

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COLLEGE EDUCATION

OFFICE ADMINISTRATION CERTIFICATE

Bow Valley College, Calgary AB

ONLINE COURSES

30 Days to VA Success
Google Analytics Training
SEO For Beginners
Inbound Sales
Content Marketing
Social Media United
Blog By Numbers

COMPUTER SKILLS

WordPress
Asana
Camtasia Video Editing
Microsoft Office Suite
Tailwind
Canva
Mail Chimp
Trello
Google (drive, doc, sheets, slides)

ABOUT

Hello! I am a social media manager and virtual assistant. I keep up-to-date with constantly evolving technologies and processes in social media, customer service, WordPress, and other programs I use daily. I have social media manager, marketing, content creation, and general virtual assistant experience. I really enjoy engaging with audiences and helping to grow the businesses I work with.

CORE COMPETENCIES

WordPress	Slack
Social Media Management	Youtube/Reels/TikTok Videos
Content Writing	Graphic Design
Social Media Analytic Reports	Email Marketing Software
Social Media Calendars	Customer Support
Social Media Scheduling Systems	Creating Ads on Social Platforms
Camtasia Video Editing	Google (drive, docs, sheets, forms)
Social Media Analytic Resports	Google Analytics

WORK EXPERIENCE

SOCIAL MEDIA MANAGEMENT

Awake TV Network ~ October 2020 - January 2022

I created a social media strategy, did content creation, created graphics and videos for FB, Instagram, and Youtube. Scheduled posts 2-4 weeks in advance. Did analytic reports. Increased their social media followers on all platforms. Engaged with followers. Did video editing of interviews and shows to post clips of them. Collaborated with many people on the team. Created PDF's and documents.

SOCIAL MEDIA MANAGER

Family Adventure Summit ~ January 2019 - September 2020

Increased social media followers by posting consistently on Facebook, Twitter, and Instagram daily. Constructed creative campaigns and social media posts. Brightened Instagram by re-posting good quality Instagram photos from our audience that used our Hashtag. Created summit marketing ad campaigns.

SOCIAL MEDIA TEAM MEMBER

Everywhere Magazine ~ October 2018 - March 2020

Increased social media followers from 0 to hundreds on Facebook, Instagram, Twitter, and Pinterest. Created successful engagement and conversations on their Facebook group. Used Buffer, Asana, Zoom, and Slack to continue team communication. Provided customer support by answering messages and questions.