

Timothy M. Goleman

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PROFESSIONAL SKILLS

Social Media Manager/Account Manager with experience in Facebook, Twitter, Pinterest, Instagram, paid social, content marketing and social analytics

EMPLOYMENT & RELEVANT EXPERIENCE

Element 33, Atlanta, GA

Marketing Consultant

Oct 2008 – Present

Consulting Agency based in Atlanta that specializes in small business marketing including traditional and interactive marketing

- Developed and executed marketing plans for each client including social media, email marketing, content marketing, paid social and emerging media
- Planned and maintained monthly social media content calendar including the drafting, editing of posts and community management
- Drove a 4.1% engagement rate on Twitter over 2015 ecommerce client with a high of 5.1% which is above the industry average
- Created new content based on trending and breaking news, social memes, and other social trends
- Crafted a Paid Social strategy that increased Facebook post interaction 200% over organic reach
- Evaluated new social/digital platforms, marketing services and ad products for each client's strategy
- Grew clients Twitter following on average 14% a month organically, without paid promotion
- Developed a Twitter contest that increased the email database of retail client 20% over a three-week period
- Cultivated and execute strategic & creative social programs that drive awareness for and consideration of client's products and services
- Conducted community management in all social platforms including brand awareness, customer acquisition and customer service
- Expanded Facebook content to include video to increase Facebook interactions, resulting in 50-70% increase over non video posts
- Strong knowledge of social media principles and an understanding of how social and user generated content works together
- Administered social media contests to increase brand awareness and grow fan base on average 15% a month during contest periods
- Identified and fostered social media brand ambassador program to help increase word of mouth marketing program and user generated content
- Researched and cultivated relationships with online social, bloggers and digital influencers on an ongoing basis
- Analyzed the social media landscape for clients as well as their competition, and refine strategies and tactics based on analytics and client feedback
- Reported key social metrics and create a report monthly that details followers, post performance, ad results and ROI
- Acted as the primary voice of my clients on its social media channels
- Developed and manage surveys to improve customer satisfaction in customer service and product selection

Marketing Elements Blog

Editor-In-Chief

March 2010 – Present

Marketing Elements is a podcast that covers all areas of marketing through interviews with marketing thought leaders.

- Brainstormed, wrote, edited and produced engaging content for publication
- Created content that engages readers with average time on post being 4:08 minutes
- Invented the Small Business Social Series (SBSS) that consists of news, tutorials and videos. Marketing.
- Researched and reported on trends in the social and digital marketing that will affect readers
- Educated readers about changes in social media marketing and how it affects business objectives
- Produced "how to" videos on apps and services to help manage social media while on mobile devices

Plaid Enterprises, Atlanta, GA

Contract Social Media Manager

Sept 2014 – Dec 2014

Plaid Enterprises, Inc., is one of the world's largest, most diverse manufacturers of creative do-it-yourself products.

- Created and edited content for social platforms including Facebook, Twitter, Pinterest, Instagram, Google+ and YouTube
- Listened and engaged fans/followers using Curalate and Hootsuite marketing and analytics suites
- Managed Blogger campaigns from for Mod Podge and FolkArt brands to help promote new and seasonal products
- Analyzed, reviewed and reported on the effectiveness of the campaigns and provide feedback to the company stakeholders focusing on Pinterest and Instagram
- Worked with Plaid's thought leaders and subject matter experts to develop a content strategy designed to help educate and support the community and relevant audiences
- Maintained and kept up to date a marketing editorial calendar

Moxie Interactive, Atlanta, GA

Account Manager/Social

June 2011 – Sept. 2011

Full service interactive agency in Atlanta,

- Evaluated and improve analytics and best practices for measuring social media deployed across multiple social networks
- Developed of Social strategy for Verizon Wireless and implement across multiple business areas (Social Media, Sponsorship and B2B) and how they affected their business
- Assisted in the development of Facebook Tabs including overseeing project management, creative and tech teams
- Briefed clients on emerging trends, social initiative and tools in the social media space and implications on client's business
- Managed a closed social community of key influencers to evaluate new devices which allowed us insight on what problems consumers will have with the devices
- Created presentations to communicate client on competitive intelligence of other brands in the space
- Reported on the efficiency Facebook ads and suggest changes to the content to improve performance
- Created a small business strategy for Verizon on how to reach, engage and leverage the power of small business.

TMP Worldwide, Atlanta, GA

Account Executive

April 2006- Sept 2008

TMP Worldwide is a former subsidiary of Monster Worldwide and one of the largest recruitment ad agencies in the US

- Managed of 30+ clients on a daily basis that include Fortune 500 companies such as Burger King, Allstate Insurance, BNSF Railways, Boston Scientific and Stein Mart; as well as all international requests from affiliate offices worldwide
- Produced and trafficked 60-100 ads a week, from client request to media confirmation with 96% accuracy

PROGRAM/SOCIAL MEDIA KNOWLEDGE

- Social: Facebook, Instagram, Pinterest, Google+, Twitter, YouTube, LinkedIn, WordPress,
- Programs: PhotoShop, FinalCut, Word, Power Point, Excel, KeyNote, Garageband, MailChimp
- Analytics: Curlate, Facebook Insights, Twitter Analytics, Pinterest Analytics, Iconosquare

EDUCATION

BA, Marketing, Georgia State University, Atlanta, May 2006

ACTIVITIES AND PROFESSIONAL ASSOCIATIONS

Atlanta Interactive Marketing Association Member	2008 - 2014
AIMA Social Media SIG	2010 - 2015
AIMA Social Media SIG – Chair	2012 - 2013
AMA Digital/Social Series Committee Member	2014 - 2015
AMA International and Atlanta Chapter member	2005 - Present