

Timothy M. Goleman

<http://timgoleman.com> tim@timgoleman.com

PROFESSIONAL SKILLS

Social media manager with successes in creating and managing social media strategies and campaigns for b2c organizations. Extensive experience in the utilization of multiple social media channels, including Facebook, Twitter, Instagram, and YouTube; I build successful social strategies that increase brand awareness, promote customer engagement and ultimately drive web traffic and conversions

PROGRAM/SOCIAL MEDIA KNOWLEDGE

Programs

MS Word
MS PowerPoint
MS Excel
Final Cut Pro X
PhotoShop

Social Marketing

Curlate
Sprout Social
HootSuite
Buffer
Facebook Creator Studio

Analytics

Facebook Insights
Twitter Analytics
Pinterest Analytics
YouTube Creator Dashboard
Google Analytics

EMPLOYMENT & RELEVANT EXPERIENCE

Element 33, Atlanta, GA

Social Media Marketing Manager and Consultant Oct 2008 – July 2017

Social Media Marketing Manager and Video Producer & Editor July 2019 - Present

Consultant for SMB responsible for content creation, video production & editing, influencer marketing, and training

- Developed and executed marketing plans for B2B and B2C clients, including social media, email marketing, content marketing, paid social and emerging media
- Developed, deployed, managed, and supported social marketing campaigns that promote brand and business initiatives
- I planned and implemented video marketing, including commercials, live streams, and other video content.
- Managed Social Media marketing campaigns and day-to-day activities across all brand's social properties, including, but not limited to, Facebook, Twitter, Instagram, Pinterest, YouTube.
- Crafted a Paid Social strategy that increased Facebook post-interaction by 200% over organic reach
- Implemented Facebook Pixel and then conducted custom paid retargeting campaigns Grew clients Twitter following on average 14% a month organically, without paid promotion
- Analyzed, reviewed, and reported monthly to maximize results, recommended plans for revising/optimizing Social Media efforts
- Develop a Twitter contest that increased the email database of retail clients 20% over three weeks
- Expanded Facebook content to include video to increase Facebook interactions, resulting in a 50-70% increase over nonvideo posts
- Identified and managed social media brand ambassador program to help increase word of mouth marketing program and user-generated content

Plaid Enterprises, Atlanta, GA

Contract Social Media Manager Sept 2014 - Dec 2014

Contract Social Media Manager – March 2017 – June 2018

Social Media Specialist Aug 2017 – Jan 2019

Social Media Manager/Video Content Creator Jan 2019 – July 2019

Social media manager was responsible for content creation, community management, influencer marketing, and video production and editing.

- Produced, created, and published weekly video content, including highly-shareable, social-first video content to drive revenue and over 1 M total views.
- Quickly and efficiently edited videos from start to finish in Final Cut Pro for multiple social platforms.
- Directed and produced Facebook Live Stream featuring hour-long monthly learn to paint program

- Restructured and deployed the "Plaid Creators" influencer program from 9 to 17 to ensure all campaigns deliverables were met on time and budget
- Developed an optimal posting schedule and publishing calendar for all social content across six brands and over ten social accounts
- Managed social communities daily, responding to comments and messages within an hour.
- Grew Instagram audience 44% with engaging content in one year without advertising or sponsored posts
- Created, curated, and managed all published content via a content calendar set a month in advance. Shared with necessary stakeholders.
- Managed user-generated content (UGC) through searches, vet submissions, secure image, ensured output is on-brand and delivered expected results
- Analyzed social media insights monthly to show social media growth, trending topics, and the effectiveness of various strategies.
- Utilized platform-specific and third-party social media tracking and analytics tools (Curlate, Later, and Sprout Social) to report on monthly and campaign performance
- Organized and implemented the Plaid Ambassador influencer video program where ambassadors created 15 videos with a tight budget and time frame.
- Increased YouTube audience 16% a year with video content and getting the total subscriber base over 100K
- Created and edited content for social platforms including Facebook, Twitter, Pinterest, Instagram, Google+ and YouTube
- Listened and engaged fans/followers using Curalate and analytics suites
- Managed influencer campaigns for Mod Podge and FolkArt brands to help promote new and seasonal products
- Analyzed, reviewed, and reported on the effectiveness of the campaigns and provided feedback to the company stakeholders focusing on Pinterest and Instagram

Moxie Interactive, Atlanta, GA

Account Manager/Social June 2011 – Sept. 2011

Account Manager responsible for social media strategy and analytics on the Verizon account.

- Evaluated and improved analytics and best practices for measuring social media deployed across multiple social networks
- Developed of Social strategy for Verizon Wireless and implement it across various business areas (Social Media, Sponsorship, and B2B) and how they affected their business
- Created a small business strategy for Verizon on how to reach, engage, and leverage the power of small businesses.

EDUCATION

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

ACTIVITIES AND PROFESSIONAL ASSOCIATIONS

- Atlanta Interactive Marketing Association Member AIMA Social Media SIG 2009 – 2014
- AIMA Social Media SIG – Chair 2011-2013
- AMA Digital/Social Series Committee Member AMA International and Atlanta Chapter member 2008 - 2015