K A T E L Y N J O H N S O N

I T S E R V I C E E N G I N E E R

A B O U T

T E C H N I C A L S K I L L S

SEO and Google Analytics Social media strategy Marketing

Web content development Copywriting

Corporate blogging Project management Layout design

Photo editing Market research

P E R S O N A L S K I L L S

Creative spirit

Reliable and professional Organized

Time management Team player

Fast learner Motivated

I am an experienced social media manager seeking a full-time position in the field of social media and marketing communications, where I can apply my knowledge and skills for continuous improvement.

W O R K E X P E R I E N C E

HELP DESK ANALYST

Red Media Company | Feb 2013 - Dec 2014

Managed social media accounts

Created social media graphics for daily postings Increased social media following and clicks by 200%

HELP DESK ANALYST

Rich Media Interactive | Apr 2012 - Jan 2013

Developed a social media strategy to increase the following of the company website

Spearheaded a viral campaign for one of the company's new products

C O N T A C T

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S O C I A L

fb.me/nataliedawson @nataliedawson @natalietweets

E D U C A T I O N

BACHELOR OF ARTS, MAJOR IN COMMUNICATION

University of Dundee | 2009 - 2013 GPA 3.9

C E R T I F I C A T E S

MOST OUTSTANDING MEDIA PRODUCER

Red Media Company | Dec 2014

BEST INTERN

Rich Media Interactive, Jan 2013