

# Grace Byrne

## Personal

Name **Grace Byrne**  
Address **17 Greenhills Rd, Tallaght, D24 FSP2 Dublin**  
Phone number **(01) 500 6789**  
Email **example.resumes@cvmaker.com**  
LinkedIn **<https://www.linkedin.com/grace-byrne>**

## Resume objective

Creative, sales-minded social media marketing manager with BA (Hons) and 10+ years of experience in digital marketing. Strong experience and track record across social media platforms, including creating social media accounts, social media campaigns, and social media analytics. Managing a social media team of 10. Excellent digital media and communication skills. Successful campaigns resulted in a 150% increase in conversions. Maintained a 100% client retention rate over the past 5 years and client growth of 40% over the same period.

## Work experience

### **Social Media Manager**

Jan 2016 - Present

*Avoca Handweavers, Dublin*

- Marketing efforts to grow social media communities, increase social media engagement, promote positive sentiments, and build customer loyalty.
- Search engine optimization across all social networks to push community engagement, improve campaign performance, and get an increase in conversions.
- Collaborating with advertising teams, graphic designers, and digital marketing teams on digital marketing strategies, marketing objectives, and marketing activities such as targeted email marketing campaigns.
- Discussing upcoming marketing goals with relevant client stakeholders, including the latest marketing strategy, type of content curation, and competitor activity.

## Skills

### **Microsoft Office Suite**

*Expert*

### **Digital marketing**

*Expert*

### **Innovation**

*Expert*

### **Creativity**

*Expert*

## Education and Qualifications

### **Bachelor of Arts (Hons) Marketing**

2011 - 2014

*Dublin Business School, Dublin*