

# David Reed

## SOCIAL MEDIA SPECIALIST

27 Snow Lane, Detroit, MI  
313-222-5555 ▪ davereed55@net.net

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### Professional Profile

Creative professional with a proven record of driving revenue gains and brand awareness through social media. **For example – increased website traffic 434% for current employer via social media strategy comprising YouTube, Facebook, Google+, and Twitter.**

**Personal traits:** Hard-working, reliable (exceptional attendance and punctuality), creative, innovative, technologically savvy, and quick to learn new skills. **Learn more at [www.hiredave1.com](http://www.hiredave1.com)** or follow me on Twitter (@davereed55).

#### Skills:

- Integrated Campaigns
- Twitter
- Facebook
- Google+
- HubSpot Inbound Software
- Blogging / Blog Commenting
- YouTube Video Production
- LinkedIn
- Social Media Advertising
- Pinterest
- Google Analytics
- KISSMetrics

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### Career History

TECHNOLOGY MATTERS INC., Detroit, MI

1/2012 to 10/2014

#### Social Media Manager

Initially hired to manage traditional social media efforts for large productivity software business. Quickly introduced management to social media as a means to generate brand awareness and develop leads. Gained executive buy-in, and devised/implemented comprehensive social media strategy, handing offline duties to another manager.

- **Overview: Generated millions in additional revenue at a minimal cost, with at least 35% of current sales being directly attributed to social media. Played key role in driving a 434% increase in web traffic.**
- Launched company's first blog, focusing on productivity tips, tools and systems for individuals. **Built subscriber base of over 11,500 to date.**
- Grew Twitter following from **2,200 to 27,500 and attracted 10,300 Facebook fans** by engaging with the community, building a strong industry network, and curating/distributing valuable content.
- Persuaded management to move money from Yellow Pages advertising to fund Facebook advertising campaigns and ran stringent A/B testing; **delivered 12x ROI in 2012 and 14x in 2013.**
- **Produced series of 15 educational videos** showing how to use productivity tools and software. Videos have been viewed almost 100,000 times to date.
- Created company's first email newsletter to complement blog and **grew contact database 527%.**

THE HUMAN EDGE, Lansing, MI

7/2009 to 12/2011

#### Information Coordinator

Recruited as first professional for company whose only prior digital presence had been advertisements in the Yellow Pages. Challenged to create consistent messaging for 3 distinct entities.

- **Grew revenue 47% in the first year and 62% in the second** by developing comprehensive strategy that included web, print, and local radio advertising.
- **Created distinct brand strategies** for each of the 3 separate businesses to eliminate customer confusion and improve sales.

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- **Secured at least 20 new projects** for the company as a result of trade show initiative which significantly raised brand awareness.
- **Boosted web traffic 234% over 2 years** by designing and assisting with development of industry-leading website that went beyond the traditional 'brochure' site; created engaging free content and launched company's first Google AdWords campaigns.

SCALEX, Grand Rapids, MI

5/2006 to 6/2009

## Digital Coordinator

Initially hired to assist with business administration before earning promotion to manage all information systems activity for business unit with \$3 million in annual sales.

- **Developed a brand identity** for the business unit and produced advertisements, fliers, newsletters, and internal press releases.
- **Generated \$150,000 in incremental revenue** by providing outsourced services to local ad agencies, thus transforming the marketing department from a cost center to a revenue producer.
- **Improved efficiency by as much as 600%** after reengineering processes and retraining team members. Finished major project months ahead of schedule as a result.
- Created email campaign that **beat any previous response rate by 42%**.

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## Technical Skills

**OS:** Microsoft Windows, Microsoft Windows Server, Linux, Mac

**Software:** Microsoft Office (Access, Excel, Outlook, PowerPoint, Publisher, Word); Microsoft Exchange Server, Project, SharePoint Services, Visio; Adobe Acrobat Professional, Bridge, Designer (LiveCycle Designer), Dreamweaver, Fireworks, Flash, HubSpot, InDesign, Illustrator, Photoshop; Quark Xpress.

**Social Media/Blogging:** LinkedIn, Facebook, Twitter, Google+, Pinterest, Foursquare, HubSpot, Wordpress, Blogger, Squarespace.

**Web Programming:** HTML, XML, CSS, JavaScript, PHP

**Tools:** Google Analytics, HubSpot, KISSMetrics, Webtrends, Quantcast, Analyzer, Piwik, Google AdWords.

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## Education

**Bachelor of Business Administration**

**Major: Information Systems Management**

**Track: Inbound Information Technology**

Wayne State University

Detroit, MI (2013)

*Cumulative GPA 3.9 out of 4.0, graduated 'With High Honor'*

Ongoing professional studies in web development, social media, and analytics.