



RONALD

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- Social Media Management
- Digital Marketing Strategy
- Paid Advertising Campaign Management
- Facebook Advertising
- Instagram Advertising
- Google Ads Management
- ROI Optimization
- Content Creation
- Social Media Content Planning
- Community Management
- Brand Awareness Growth
- Audience Growth & Retention
- Email Marketing
- Campaign Design & Execution
- Audience Segmentation
- A/B Testing
- Marketing Analytics & Reporting
- Performance Tracking
- Competitor Analysis
- Market Research
- Content Ideation
- Lead Generation Research
- Virtual Assistance
- Calendar Management
- Email Management
- Data Entry
- Workflow Optimization
- Presentation & Report Creation

TOOLS

- Meta Ads Manager
- Google My Business
- Canva
- Mailchimp
- MailerLite
- Trello
- Asana
- Monday.com
- Facebook
- Instagram
- LinkedIn
- X (Twitter)
- Pinterest
- YouTube
- Google Analytics
- Facebook Insights
- Google Workspace
- Microsoft Office 365

Results-driven Digital Marketing Specialist with 5+ years of experience in social media marketing, paid advertising, content strategy, and audience growth for US-based businesses. Proven track record of increasing brand engagement by 40%, growing social media followers by 35%, and improving audience retention by 30% through data-driven campaigns across Facebook, Instagram, Google, and email marketing channels. Brings strong expertise in digital advertising, content creation, analytics, and marketing automation, helping organizations strengthen brand visibility, maximize ROI, and drive sustainable customer acquisition and engagement.

WORK EXPERIENCE

SOCIAL MEDIA MANAGER

Publication Consultants | July 2020 – May 2026 (5 Years, 11 Months) | Part-Time

- Developed and executed digital marketing strategies across Facebook, Instagram, LinkedIn, and Google, managed paid advertising campaigns, created branded content, analyzed campaign performance, drove audience growth, and provided virtual assistant support including calendar management, email handling, and workflow optimization.

SOCIAL MEDIA MANAGER

KCMO ADS | August 2020 – June 2025 (4 Years, 11 Months) | Part-Time

- Managed social media and email marketing campaigns, conducted competitor and market research, developed ad creatives, tracked advertising performance metrics, and delivered reporting and optimization recommendations to improve engagement and conversions.

VIRTUAL ASSISTANT & SOCIAL MEDIA SUPPORT

Square Fish | December 2018 – August 2020 (1 Year, 9 Months) | Full-Time

- Provided administrative and virtual assistant support, managed social media accounts and content calendars, conducted lead generation research, maintained databases, and created reports and presentations to improve team coordination and operational efficiency.

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