

# STEVEN JACOBS

## PROFESSIONAL TITLE

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- stevejacobs.com

## SUMMARY

Your summary goes here. It's the **last stage in the resume writing process**, so pick it up in the end. Focus more on what value you can provide, instead of what you are looking for. Limit it to 2-3 lines max.

## KEY SKILLS

Market Research  
Social Media Strategy  
Social Media Analytics • Social Media Content Creation & Curation  
Marketing Collateral  
Keyword Research  
Search Engine Optimization  
Client Servicing  
Blog Writing  
Digital Marketing  
Website Content Proofreading  
Content Management & Editing

## TECHNICAL SKILLS

Languages: VB6, SQL, Web Services - C#, C, C++, Java, Perl

- **Operating Systems** : Windows (XP, NT 3.x- 4.0, 2000, 2003) and UNIX
- **Databases**: MS SQL Server (2008, 2005, 2000, 7.0, 6.S, 6.0), MS Access, FoxPro, DTS, DB2
- **Reporting**: Crystal Report, SQL Server 2005 Reporting Services (SSRS)

## INTERNSHIPS

Enter official designation as per company records Sep '18 - Nov '18  
Enter company name | Enter location (with state -)  
*Enter a one-line description of the company where you were working, with figures around revenue, geographic presence, no. of clients, etc.*  
Some rules will apply as discussed above

## PROFESSIONAL EXPERIENCE

Enter the official designation as per company records Jun '19 - Sep '19  
Enter company name in full | Enter location (with state -)  
*Enter a one-line description of the company where you were working, with figures around revenue, geographic presence, no. of clients, etc.*

- Use one-liner points to present the details of your internship/part-time/professional experience
- Rename the section heading as *Relevant Experience* (if you want to show all your roles - internships, part-time, volunteering, etc. - in one section).
- **Bold keywords and phrases** where you would like to draw the recruiter's attention.
- Use **action verbs** to start off your points, and **achievement figures** (ballpark/approx figures will work as well) to demonstrate the extent of your contributions
- **It's the first step in the resume writing process.** Start off with updating this section first. Based on the keywords and functions you bold, accordingly update the Skills section. Based on that, update your summary. Make sure only those functions are mentioned in the Summary/Skills which have been substantiated in this section.
- Instead of writing all your one-liner points together, group similar points under unique subheadings as shown below:

### Social Media Marketing

- Conducted research on **industry trends** & wrote compelling content for **social media posts**; created **5+ posts** daily
- Tracked **social media analytics** via HootSuite & other tools, and reported **results & new ideas** to our marketing team
- Created content to be shared by **20+ influencers** on Instagram, Facebook, and blog accounts to increase **traffic by 33%**

### Content Management

- Liaised with the Editorial **team of 25** to manage social media content & community, while coordinating with **30+ freelancers**
  - Increased Instagram & Facebook followers by **20% and 25%** respectively in **3 months**
- Coordinated with the Design team to create platform-specific social media assets such as **flyers, ads, videos, GIFs**, etc.
- Received **2 million+ likes** on **20+ posts** on Facebook, Twitter, and Instagram

## EDUCATION

Enter your official degree (with major) Jun '12 - May '15

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**R Bogdan**



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