



Claire Heywood

CONTENT WRITER, SOCIAL MEDIA MANAGER

PROFILE

I'm a strategic social media manager and content writer with 4+ years of agency experience managing all aspects of social media content, advertising, and reporting for multiple national brands in the B2C space.

SKILLS

Social media management
Research
Editing
Top-of-funnel marketing
Content writing
Ad writing
Storytelling
Social media reporting
Monitoring + crisis communication

Facebook, Instagram, Twitter
YouTube, LinkedIn
Sprout Social, Basecamp, Canva
Google Suite, Microsoft Office Suite

REFERENCES

KT Heins
Widefocus Senior Strategist
Cell: 720-879-1550

Zach Yanowitz
Widefocus Senior Copy Editor
Cell: 617-633-7444

CAREER SUMMARY

SOCIAL MEDIA MANAGER

WideFocus | June 2018 to present

- Creates strategic social media content calendars for multiple clients
- Writes social media content and ads with KPIs in mind
- Social monitoring, commenting, crisis communication
- Leads reporting meetings
- Works collaboratively with editors
- Manages multiple projects and deadlines effectively

MARKETING ASSISTANT

Bright Planning | Dec. 2016 to Dec. 2018

- Wrote social media content for multiple clients
- Managed content calendars
- Monitored across channels
- Wrote blogs, web pages, email marketing campaigns

EDUCATION

Colorado State University

- Bachelor of Arts in English Writing
- Graduated in 2013

CONTACT

Cell: 303-519-4250

Email: claireaheywood@gmail.com