



Anna Giblin

SOCIAL MEDIA & COMMUNITY MANAGEMENT

- Worked with Facebook ads & the ad budget.
- Created Facebook page content.
- Moderated the Facebook page.



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Work Experience

January 2023 - Present

Social Media Community & Engagement

Athletic Greens

- Created a Knowledge base for our team
- Used Sprinklr to moderate and engage on Twitter, IG, FB, Threads, Youtube, and Tiktok.

April 2020 - June 2022

Social Media Community & Engagement

Misfits Market

- Hybrid marketing, customer success, & reputation management
- Engage with customers & visitors across all Misfits Market social channels including Facebook, Instagram, Twitter, Tiktok, & Youtube.
- Help with managing & engagement in our Facebook groups.
- Write blog posts, handle all blog comments, & SEO.
- Ran affiliate and influencer marketing campaigns
- Helped with Tiktok strategy along with sole responsibility of engagement with other's videos. Helped Misfits Market gain 5k followers in less than one year.

May 2017 - October 2018

Social Response Team Lead

Social Response Team

Friendemic

- Training & 1:1 meetings
- Created a detailed knowledge base to support the team
- Support & helped manage the Social Response Team
- Assisting with any social response issues from within the company
- Moderate clients' Instagram, Twitter, & Facebook while responding to any direct message, wall post, tweet, comment, & review.
- Created Blog, Facebook, Instagram & Twitter content for clients

January 2017 - June 2017

Marketing Intern

Simply Earth

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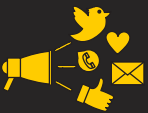


Education

2009 - 2013

HIGH SCHOOL DIPLOMA

Kolbe Cathedral High School



Social Platforms

Facebook



Instagram



Twitter



Tiktok



Pinterest



LinkedIn



Discord



Skills

Blogging & SEO & WordPress

Social Media Marketing

Witty & Humor

Creative & Critical Thinking

Google Analytics

Canva / Photoshop / Procreate

HootSuite/Buffer/AgoraPulse/Sprout Social

Customer Service

Time Management

Storytelling

Mailchimp