

# STRENGTHS-Based LinkedIn Profile

May 2023 Marketing Graduate focused on helping small businesses increase their market share through a strong social media presence. As soccer club president in charge of the team's social media, leveraged storytelling in Instagram and TikTok to increase game attendance by 30% over the season and increased annual donations to the team scholarship fund by 20% through community presentations to nonprofit groups.

INFLUENTIAL COMMUNICATION SKILLS– Telling compelling stories with influential words, and speak publicly

ANALYTICAL ABILITIES– Knowledge of Google analytics and ability to use excel to analyze marketing data

PROBLEM-SOLVING ORIENTATION– Ability to identify challenges and propose actionable solutions

NATURAL RESEARCHER– information gatherer with a strong desire to share information with others

#### AREAS OF EXPERTISE:

Social Media Marketing: TikTok, Instagram, Facebook, Snapchat, Pinterest

Analytical and Data Visualization: Tableau, Excel, Google Analytics

Marketing Knowledge: Market segmentation, branding, event promotions, SEO and keyword maximization

**Try rewriting your own LinkedIn Profile using your strengths:**