

Joshua McCutcheon

Social Media Content Specialist

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Akron, OH 44320

Portfolio: www.contentbyjosh.com

Summary

Social Media Content Specialist with 7+ years of extensive experience in the ever-evolving field of social media marketing. Specializes in creating engaging content through graphic design, video editing, and copywriting. Proven ability to optimize strategies for desired results.

Work Experience

JANUARY 2023 - PRESENT

Kleidon & Associates, Akron, OH - Social Media Content Specialist

- Raised over \$100,000.00 for the Humane Society of Summit County through targeted social media campaigns
- Led a team of professionals in the execution of social media marketing strategies
- Produced long-form and short-form videos for various business applications
- Created hundreds of custom organic content pieces to increase brand visibility across Meta, Instagram, X, TikTok, YouTube, and LinkedIn
- Developed effective social media ads that significantly boosted product and service sales

OCTOBER 2017 - DECEMBER 2022

StandOut Design & Marketing, Canton, OH - Social Media Marketing Specialist

- Attracted high-profile clients for social media services, who subsequently referred additional new clients
- Increased social media followers by 50% across multiple accounts
- Created a wide range of organic and paid content for over 50 diverse businesses
- Optimized websites for desktop and mobile platforms
- Managed online business listings to improve search engine visibility and local SEO

Education

AUGUST 2012 - SEPTEMBER 2015

Green High School, Uniontown, OH - Degree in Multimedia

Skills

- Social Media Management
- Social Media Marketing
- Content Creation
- Content Management
- Digital Marketing
- Graphic Design
- Adobe Photoshop
- Adobe Premiere Pro
- Video Design
- Video Editing
- Motion Graphics
- Social Media Analytics
- Client Relations
- Email Marketing
- Listing Management
- Website Maintenance