



Mandy Tredger

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Profile

I'm a creative and driven social media manager with a passion for storytelling and a proven track record of creating and executing social media strategies that increase brand awareness, engagement, and conversions. I'm self-motivated, reliable, and goal-oriented with the ability to meet short and long-term objectives through daily organization and prioritization. I'm also a team player with a positive attitude, strong attention to detail, excellent communication skills, and an eagerness to learn.

Social Media Skills

Content creation and curation - Ability to create, edit, and curate engaging and visually appealing content for social media platforms, blog posts, newsletters, email campaigns, ad campaigns, and more

Social media strategy development - Ability to develop and implement comprehensive social media strategies that align with overall marketing and business goals

Platform expertise - Knowledge and experience with popular social media platforms, such as Facebook, Instagram, Twitter, and LinkedIn

Tool expertise - Familiarity with technology and social media management tools, such as Hootsuite, Buffer, and Facebook Business Suite

Analytics and data analysis - Ability to use data and analytics tools to measure the success of campaigns and make informed decisions

Soft Skills

- Communication
- Organization
- Attention to detail
- Time management
- Self-motivation
- Teamwork
- Desire to learn
- Problem solving
- Critical thinking
- Conflict resolution
- Creativity
- Adaptability
- Dependability
- Accountability
- Integrity

Technical Skills

- Ad campaigns
- Audiograms
- Blog copy
- Canva
- Data analysis
- Email campaigns
- Facebook ads
- Facebook graphics
- Figma
- Google Analytics
- Graphic design
- Illustration
- Instagram Reels
- KPI analysis
- Newsletters
- Podcast shownotes
- Scheduling
- TikToks
- Wordpress
- YouTube Shorts
- **Much more**

Education

Medical Transcriptionist Diploma — ICS Canada

General Arts & Science Certificate — Conestoga College

TEFL Certification — Online Teacher Training Course

OSSD — John Diefenbaker Secondary School

Experience

Social Media Specialist — LabX Media Group

Remote, May 2023 - Present

- Led and developed successful social media presentations in collaboration with major corporations in the medical field
- Established systems and documentation to streamline analytics, paid promotions, event coverage, and campaign management across seven brands
- Designed and created engaging content, including graphics, videos, and interactive polls
- Managed direct communication with sponsors to set up paid promotions and track campaign performance
- Mentored team members on social media best practices and developed templates that helped them grow their personal brands significantly

Social Media Account Manager — Lisa Larter Group

Remote, November 2021 - May 2023

- Worked with clients to develop and execute comprehensive social media strategies that align with their overall marketing goals
- Performed client and industry-specific research to provide relevant and captivating content to target audiences across social media channels, blogs, and newsletters
- Created, scheduled, and curated high-quality, engaging content for clients across multiple social media channels (Instagram, YouTube, Facebook, LinkedIn, Twitter, Pinterest, etc.), including text posts, polls, graphics, images, carousels, audiograms, reels, videos and ads
- Created high-quality, engaging content for client blogs and newsletters
- Engaged with client followers, responded to comments and messages, and managed online reputation
- Collaborated with client teams, such as marketing, branding, and customer service, to ensure a consistent brand message across all channels
- Monitored and analyzed client social media metrics to measure campaign success and identify areas for improvement
- Created, updated, and presented analytic and development reports
- Kept up-to-date with social media trends, tools, and technologies, and made recommendations for improving social media efforts
- Planned, co-ordinated and hosted virtual social events that included invitations, interactive team-building activities, and prizes

Social Media Account Manager — Social Mediation

Remote, 2021

- Created, scheduled, and curated high-quality, engaging content for clients across multiple social media channels (Instagram, Youtube, Facebook, TikTok, Buzzsprout, LinkedIn, Hootsuite, Cashflow Tribe, Twitter, etc.), including text posts, polls, graphics, images, carousels, audiograms, reels, videos and ads
- Created, updated, and presented analytic and development reports
- Researched, designed, and tested content specific to each client's target audience
- Created and customized digital illustrations specific to client's specifications

