

# ETHAN VOSS

## Social Media Manager | Digital & Content Strategy

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### PROFESSIONAL SUMMARY

Results-driven Social Media Manager with 6+ years of experience developing and executing data-driven social media strategies for brands across the UAE. Skilled in content strategy, campaign planning, community management, and performance analytics across Instagram, TikTok, Facebook, and LinkedIn. Proven track record of growing engaged audiences and translating content into measurable business outcomes, not just impressions.

### CORE SKILLS

- Social Media Strategy & Planning
- Content Creation & Copywriting
- Community & Reputation Management
- Paid Social Campaigns (Meta, TikTok Ads)
- Analytics & Performance Reporting
- Influencer & Creator Partnerships
- Graphic Design Basics (Canva, Adobe Suite)
- SEO-Aware Content Structuring

### TOOLS & PLATFORMS

Meta Business Suite • Hootsuite • Later • Canva • Adobe Photoshop • CapCut • Google Analytics • Sprout Social

### PROFESSIONAL EXPERIENCE

#### Social Media Manager — Socially

Dubai, UAE | 2022 – Present

- Lead end-to-end social media strategy for a portfolio of clients across retail, hospitality, and real estate, managing Instagram, TikTok, Facebook, and LinkedIn accounts.
- Built and executed content calendars that increased average client engagement rate by 45% within six months.
- Manage paid social campaigns from budget planning through optimization, consistently improving cost-per-engagement across accounts.
- Deliver monthly performance reports translating analytics into clear, actionable recommendations for clients.
- Collaborate closely with the design and content teams to ensure every campaign is visually consistent and on-brand.

#### Social Media Executive — Digital Marketing Agency

Dubai, UAE | 2020 – 2022

- Managed day-to-day content posting and community engagement for 8+ client accounts simultaneously.
- Assisted in planning and launching influencer collaboration campaigns, contributing to a 30% increase in reach.
- Created platform-specific content, including reels, stories, and static posts, tailored to each brand's voice.

#### Junior Content Creator — Marketing Startup

Dubai, UAE | 2019 – 2020

- Supported the marketing team with copywriting, caption creation, and basic graphic design for social posts.
- Assisted with scheduling and publishing content across multiple client accounts.

### EDUCATION

Bachelor of Arts in Marketing & Communications — University Name, City | 2016 – 2019

## **CERTIFICATIONS**

- Meta Certified Digital Marketing Associate
- Google Digital Marketing & E-commerce Certificate
- HubSpot Social Media Marketing Certification
- TikTok Marketing Science Certification

## **LANGUAGES**

English (Fluent) • Arabic (Conversational)