

Yovana Klamert

Social Media Manager

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☎ (615) 552-4583

📍 Aurora, IL

EDUCATION

Associate of Arts in Digital Marketing at College of DuPage

Oct 2018 - May 2023

Relevant Coursework: Principles of Marketing, Digital Advertising, Social Media Strategy, Consumer Behavior, Content Creation, SEO Fundamentals, Data Analytics, and Brand Management.

LINKS

[linkedin.com/in/yovanaklamert](https://www.linkedin.com/in/yovanaklamert)

SKILLS

Hootsuite

Canva

Analytics

Scheduling

Engagement

SEO

LANGUAGES

English

Japanese

HOBBIES

Photography

Blogging

Graphic Design

PROFILE

Dynamic Social Media Manager with 2 years of experience, driven by a passion for digital storytelling and audience engagement. Eager to learn and adapt, leveraging creativity and analytics to enhance brand presence and foster community growth.

EMPLOYMENT HISTORY

● Social Media Specialist at Meta, IL

May 2025 - Present

- Spearheaded a campaign that boosted user engagement by 27%, leading to increased brand visibility and community interaction.
- Analyzed social media trends to develop innovative content strategies, resulting in a 15% increase in follower growth over six months.
- Collaborated with cross-functional teams to launch a new feature, enhancing user experience and receiving positive feedback from 80% of surveyed users.
- Mentored junior team members, fostering skill development and contributing to a more cohesive and effective social media team.
- Implemented data-driven insights to optimize ad performance, achieving a 22% reduction in cost-per-click while expanding reach.

● Social Media Coordinator at TikTok, IL

Apr 2023 - Apr 2025

- Spearheaded a campaign that increased user engagement by 27% over six months, leveraging innovative content strategies and analytics to refine our approach.
- Collaborated with cross-functional teams to launch three major influencer partnerships, enhancing brand visibility and driving a 19% rise in follower count.
- Developed and implemented a training program for new team members, fostering skill enhancement and boosting team productivity by 15%.

CERTIFICATES

Hootsuite Social Marketing Certification

Mar 2024

Facebook Certified Digital Marketing Associate

May 2022

MEMBERSHIPS

Social Media Association

Digital Marketing Institute