

MIKE SHIRDAN

SOCIAL MEDIA COORDINATOR

I am a performance-driven, strategy-focused, Social Media Marketing Professional, offering 6+ years of creative & versatile experience.



CONTACT INFORMATION

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EDUCATION

Kutztown University of Pennsylvania
BS IN BUSINESS ADMINISTRATION,
MARKETING, CLASS OF 2016

HONORS & AWARDS

Kaboom Magazine's Who's Who (2018)

SPECIALIZATIONS

• Social Media Marketing • Paid Ad Campaigns • Adobe Creative Cloud • Analytic Reporting • Graphic Design • Content Strategy

WORK EXPERIENCE

Social Media Coordinator

THE COLLEGE OF GLOBAL STUDIES, ARCADIA UNIVERSITY
SEPT 2018 TO PRESENT

- Maintain full responsibility for (20+) social media profiles across (11) countries in charge of overseeing multiple projects simultaneously
- Increased followers across all social media platforms, averaging (227%+) while enhancing engagements by (245%) on Facebook, (81%) on Instagram, and elevating Twitter impressions by (170%)
- Devised paid ad campaigns, which resulted in generating (20,000+) views on a budget while being a member of the diversity & equity task force committee which encourages diversity in marketing materials and outreach.

Additional Work Experience

Contractual Social Media Consulting & Freelance Graphic Designer

Various Companies
2012-Present

Advertising Account Executive

The Philadelphia Tribune
2017

Product Manager

Frontline Technologies
2015

CERTIFICATIONS

Advanced Grammar ♦ Social Media Marketing: Managing Online Communities ♦ Social Media Marketing Foundations ♦ Marketing Foundations: Integrated Marketing Strategies ♦ Learn Social Media Monitoring