

Sary Romero

Social Media Manager | www.saryromero.com

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RELEVANT EXPERIENCE

Social Media Specialist

Duty Free Americas HQ – Hollywood, FL – September 2018 to Present

- Managed and monitored all company social media accounts (including Facebook, Instagram, Twitter, and Google) - Having as a result of a Follower Growth Rate of 43% on Instagram, 7.3% on Facebook, and 7.4% on Twitter, over the course of one year. Social media accounts reached and attracted new users/potential customers' attention.
- Developed and implemented an organic/no ads social media strategy to increase the company's online presence and brand awareness - Average Engagement Rate (3 months) before taking over the accounts VS. actual average Engagement Rate (3 months): 3.4% VS. 5.1% on Instagram, 0.2% VS. 0.9% on Twitter and 0.8% VS. 1.6% on Facebook. The above shows an increase in likes, comments, shares, and saves on social media platforms.
- Updated and maintained all 130 store locations on Google My Business (add - close locations, contact information, business hours). Additionally, replied to all reviews of all store locations – As a result, the improvement of customer satisfaction and Google's local SEO.
- Tracked performance statistics and analytics such as engagement, impressions, reach, likes, comments, and followers to improve social media strategy - It helped understand which content was being well received and which one was not.
- Established the brand voice and the social media persona of the company - To create an emotional connection with our audience.
- Provided customer service through all social media platforms - Developing a positive brand image and brand loyalty on social media. Increasing from 80% to 100% response rate on Facebook.
- Created a monthly social media calendar to schedule, organize, and keep track of the content.
- Collaborated with HR, Marketing, Customer Service, and Sales departments - To accomplish with the social media strategy.
- Claimed unmanaged accounts on Facebook, Instagram, and Twitter – Allowing to make all accounts consistent and avoid any confusion with inaccurate information. Also, maintained an updated inventory of all social media accounts for all platforms.
- Researched audience preferences and kept current trends updated. The most popular preference among the followers is travel-related content – therefore, we shared travel tips, inspirational destinations, and travel humor.
- Actively engaged with followers by liking, sharing, retweeting, and responding to comments - As a result, generating a two-way communication with our followers to increase social media presence and social proof.
- Social media listening on all platforms – Get to know what our customers feel and think about the company.

OTHER EXPERIENCE

Clinical Neuropsychology Intern

Neurobehavioral Institute of Miami – Coral Gables, FL – January 2017 to August 2017

- Rethought and improved the initial interview process for better patient experience and test results of the institute.
- Selected, administered, scored, and interpreted a wide range of instruments that have been applied to patients presenting several neurological disorders including, traumatic brain injury, multiple sclerosis, cerebrovascular accidents, primary degenerative dementias (including Alzheimer's related dementia), vascular dementia, AIDS-related dementia, and mild cognitive impairment.
- Wrote reports based on neuropsychological evaluation and offered an interpretation of findings based on a sound knowledge of the scientific literature that supports the use of the instruments selected, consistent with the characteristics of the patient and the use of syndrome analysis.
- Implemented and evaluated programs of cognitive rehabilitation for patients with impairments of higher cerebral functions.

EDUCATION

Bachelor in Psychology

Universidad del Norte – Barranquilla, Colombia

July 2017

High School

American School – Barranquilla, Colombia

June 2011

CERTIFICATIONS

Social Media Certification

HubSpot Academy

Issued November 2018 - Expires December 2020

SKILLS

- Fluent in social media performance metrics.
- Expert in Canva.
- Intermediate video editing knowledge.
- Advanced photo editing knowledge
- Advanced writing skills
- Proficient with Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Outlook.
- Proficient with Apple's Pages application, Apple's Numbers application, and Apple's Keynote application.

LANGUAGE SKILLS

Native Language Spanish. Competent in English. Basic Knowledge in French.