



Efrem Chism

Digital Marketing Professional

Creative and results-oriented digital marketing professional with a proven track record of extraordinary achievements in increasing website traffic and leads through targeted ad buys, social media outreach, search engine optimization, and producing detailed reports.

Contact

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Portfolio

<https://www.efremchism.com>

Education

2016

**Bachelor of Arts (B.A.) in History |
Minor in Digital Marketing**
University of Memphis

Expertise

- Paid Social Media
- Google Ads
- Social Media Marketing
- Data Analysis
- Budget Allocation
- Excel/Google Sheets

Certifications

- **Google Ads (Search, Display, Video), 2022**

Experience

○ **Oct. 2022 - Apr. 2023**

OpAd Media Solutions | New York City, NY (Remote)

Junior Account Director

- Managed relationships with high-profile clients (New York State Department of Health, Syracuse Univ., etc.), ensuring their needs and objectives were met.
- Oversaw implementation of campaigns with budgets totaling up to \$180k, primarily focusing on paid digital media (social, search & display).
- Coordinated team planning and performance evaluation meetings to communicate cross-functional needs in research, planning, creative assets, client deliverables, reporting, optimizations, and billing processes.

○ **Jul. 2021 - Oct. 2022**

Concord Music Group | Nashville, TN

Paid Advertising Manager

- Led the strategic planning, execution, and optimization of social, search and display advertising campaigns with a monthly advertising budget of \$50,000.
- Conducted in-depth data analysis and performance tracking using various tools to identify key insights & make data-driven optimizations to improve overall campaign performance.
- Produced comprehensive reports and presentations to communicate campaign performance and recommendations to senior management & project managers.

○ **Mar. 2020 - Jun. 2021**

iHeartRadio | Nashville, TN

Social Media Coordinator

- Managed and grew social media accounts for Black Information Network, increasing followers from 2.9k to 20.7k and a total of 175k interactions over the first six months.
- Developed and executed social media content calendars for multiple platforms, ensuring consistent brand messaging.
- Generated reports on key performance metrics, such as engagement, reach, and conversion rates, to measure the success of social media efforts.

○ **May. 2017 - Jun. 2020**

Freelance

Social Media Marketing Specialist

- Developed and executed comprehensive social media strategies for diverse clients, resulting in significant increases in brand visibility, engagement, and conversions.
- Managed paid social media advertising campaigns, including budget allocation, audience targeting, and ad creation, resulting in increased brand awareness and lead generation.
- Created engaging and compelling content, including copy, images, and videos, tailored to each client's target audience, increasing audience engagement and social media following.

Reference

Paige McGovern

Senior Vice President, OpAd Media

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Rachel Cunningham

Fan Engagement Manager, Excleration Music

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