







Ronnie Yaacoub

Social Media Marketing Strategist

CONTACT

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ADVANCED TOOLS

Facebook Ads
Google Ads
Salesforce
Canva

SOFTWARE SKILLS

Adobe Illustrator
Adobe Premiere
Adobe After Effects

AWARDS & CERIFICATIONS

Blue Jacket of the Quarter
2022
Google Analytics Certification
Google Digital Marketing Certification
Hootsuite Certification
CPR Certified
Navy Sentry Cerified

SCRIPTING/WEB DESIGN

HTML5/CSS3
Wordpress
Weebly

EXPERIENCE

Logical Position | 2022

Account Manager

- Managing a book of Facebook Ads clients and ensuring that strategies implemented by the team support our clients' business goals.
- Providing analysis of existing Facebook campaign performance and creating strategies to align with our clients' objectives
- Identifying and reporting on key performance indicators

U.S. Navy | 2018- 2022

Master at Arms

- Performs security duties such as checking in military personnel from base, performing roves and harbor patrol
- Demonstrates the ability to work under pressure, time management, ethical judgment, and problem-solving skills

Metropolitan Performing Arts | 2020-2021

Social Media Manager

- Created posts for social media, with Adobe Illustrator, Adobe Spark, and Canva
- Created Ads on Facebook Ads and Google Ads
- Increased their engagement rate from 5% to 17.61% after four months

PROJECTS

Uncle Buddy's Phantom Funhouse | September-December 2022

Reconstruction of the 1993 hypermedia narrative game by John McDaid for contemporary computing devices.

- Creating and producing social media posts for Reddit, LinkedIn, Twitter, and TikTok
- Aided in the creation of a calendar to manage the flow of posts
- Working with a team to develop strategies that align with the client's needs

EDUCATION

Washington State University Vancouver | 2017-Current

- Social Media Certificate
- Minor in Communication
- Minor in Marketing