

Michael Cober

Social Media Marketing Specialist

SUMMARY

Marketing professional with 10 years of experience in social media management, content marketing, advertising, and branding. Visit my website to view samples of my work for various clients over the years: michaelcober.com

WORK EXPERIENCE

Mike's Marketing Solutions, Toronto, Ontario

Online marketing company with 50 unique clients over 7 years

Founder, Senior Social Media Manager

May 2017 - Feb 2024

- Managed over 100 social media accounts for various clients across platforms including Facebook, Instagram, X/Twitter, TikTok, LinkedIn, and YouTube.
- Created social media campaigns that reached 2.5 million users and increased website traffic by 221%.
- Handled social media advertising budgets totaling \$20,000 per month.
- Developed targeted campaigns that generated up to \$120,000 in sales.
- Tracked campaign results using Facebook Pixel and Google Analytics to deliver detailed reports and offer recommendations for improved ROI.

JP Marketing Associates Inc., Toronto, Ontario

Marketing agency specializing in social media and advertising

Social Media Account Manager

Mar 2014 - Apr 2017

- Managed social media accounts for 5 unique clients across platforms including Facebook, Instagram, X/Twitter, and LinkedIn.
- Utilized social media posting apps to organize content schedules and automate posting across multiple social media platforms.
- Created custom graphics using apps such as Canva and Photoshop to use in social media posts.
- Achieved an average 60% increase in social media followers and 50% increased engagement through strategic content planning.

ACCESS Community Capital Fund, Toronto, Ontario

Non-profit organization providing funding and mentorship to small businesses

Marketing Consultant

Dec 2012 - Nov 2013

- Collaborated with 15+ small business owners to develop customized marketing plans tailored to their unique needs and objectives.
- Offered expert advice and recommendations on market positioning, branding, and customer acquisition strategies.
- Fostered long-term relationships with clients, with many returning for ongoing consultation and support.

PORTFOLIO

View samples of my work at my website:

michaelcober.com

CONTACT

Email

contact@michaelcober.com

Phone

289-923-0105

Location

Oakville, Ontario

LinkedIn

[linkedin.com/in/michael-cober](https://www.linkedin.com/in/michael-cober)

EDUCATION

Ryerson University

Bachelor of Marketing

2009 - 2013

EXPERTISE

- Photoshop
- Illustrator
- Premiere Pro
- Canva
- Buffer
- Hootsuite
- Excel

SKILLS

- Graphic Design
- Copywriting
- Brand Strategy
- Content Curation
- Account Management
- Analytics & Reporting
- Paid Advertising