

Jeffrey Simmons

SOCIAL MEDIA SPECIALIST

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Professional Profile

Passionate...Engaging...Connected

Champion of social media tools and technologies with record of driving Web traffic and motivated target groups to take action and participate. Experience creating and executing successful social media campaigns that create strong, visible online presence with viral potential. Expert knowledge of social channels, best practices, and current trends. Successful community organizer and activist. **Multilingual.**

Technical, engineering expertise backed by MS in Telecommunications & Computers, BS in Mechanical Engineering, and 14 years supporting multi-million dollar projects in federal and private sectors. Project leadership experience; proven talent for building consensus and driving solutions—Solved intractable software issue and improved client services as key consultant to difficult client at **Technology Inc.** Drove engagement with 100+ key stakeholders, ensuring seamless project execution at **Telecom Corp.**

Personal Traits

Great communicator, adaptable, forthright, open, highly tech savvy, well-travelled, relish connecting people together, socially engaged with diverse groups, passionate about select causes, always willing to lend a hand.

Social Media Skills

Facebook • Twitter • Flickr • LinkedIn • Instagram • Google+ • SEM • SEO • Blogging/Blog Commenting • User Forums • Online Analytics Tools • Technology Implementation • Strategic Plan Building & Execution

Social Media Experience & Accomplishments

ABC Organization — Bloomfield, IL

DIGITAL CONTENT & COMMUNITY TEAM MEMBER

2012 – present

On rotating management duties, develop the voice for all aspects of the organization's online presence via blogs, website, Twitter, Facebook, Google+, and LinkedIn.

- **Singlehandedly initiated and set up the organization's first Instagram account.**
- **Effectively build communities and audience engagement** through content development, sharing, and optimization; analyze social media trends and utilize analytics tools to drive traffic to social pages.
- **Live tweet—quickly built following** and found like-minded people through active engagement and Twitter Search/RSS. Local chapter tweets are consistently re-tweeted and recognized nationally.
- **Write and monitor posts and maintain health of online communities**—promote community participation and ensure prompt, accurate replies to community responses, inquiries, and issues.
- **Define short-/long-term brand and engagement strategies** working jointly with leaders in Events, Marketing, and Sponsorship with mission to share, educate, and develop best practices in social media.
- **Proactively filled in for Events team to ensure successful live event**—handled check-ins and collected payments via iPhone Square app.
- **Earned multiple accolades from VP and Chapter President**—*"The commitment, effort and energy that Jeff brings to the group is top notch. ... Jeff is proactive in identifying ways he can get more involved and help further our group's mission."* –VP, Digital Development, ABC Organization

XYZ Organization — Bloomfield, IL

DIRECTOR OF MEMBERSHIP

2011 – 2012

Elected to develop and implement programs, projects, and activities to increase, retain, and engage membership. Represented the organization in its relationship with numerous external constituencies.

- **Rejuvenated Twitter account and increased followers 35%** through consistent interaction.
- **Spearheaded intense social media campaign** (Facebook, Twitter/Hashtags, email blasts) to persuade Illinois Delegate to uphold support for key legislation. Connected with influential users and motivated online community to spread the message.
- **Orchestrated a social hour celebration via social media tools** for a key policy repeal in conjunction with a network of legal and federal offices.
- **Created the first-ever online membership list** showing active, paid organization members.

Other Professional Experience

Telecom Corp. — Hartford, CT

SYSTEMS ENGINEER

2009 – 2012

Served as Lead Support Engineer for Mission Support Program Office and Support Engineer for Information Management Program Office.

- **Developed and led project plan that skyrocketed productivity**, pushing lagging group to top output levels in 1 year to support Information Management Program Office relocation project.
- **Drove engagement with key stakeholders (100+) and Program Office** as central point of contact, ensuring all activities for weekly conference calls on production suite relocation project.

SENIOR ENGINEER

2005 – 2007

Researched and implemented IP QoS architecture for federal TMOS network using OPNET Modeler simulation tool. Supported federal Telecommunications Engineering, Operations, and Management (TOEM) contract.

- **Created succinct, comprehensive Telecommunications Program Plans** for federal engineering requirements that later served as a model for other requirements engineers.
- **Authored Quality of Service section in bid** for federal TMOS satellite communications project.
- **Selected as "go-to" expert to communicate** capabilities/requirements with difficult federal customers.

Technology Inc. — Hartford, CT

2000 – 2005

TECHNICAL STAFF

Lead SQA Test Engineer for proprietary Element Management System (EMS) and Lead Tier 4 Customer Support Engineer for EMS. Performed interoperability testing with multiservice WAN switch.

- **Introduced new highly effective dimension to testing regimen** with Ethereal packet sniffer that identified systems defects at the networking level.
- **Devised solution for previously intractable software problem.** Became the Resident JKL Expert and all-time Leader in Quality Problem Reports for ASD and FGH product development.
- **Selected as consultant to difficult client abroad**, driving collaboration with the client, local sales team, and development team.

ABC Inc. — Hartford, CT

1999 – 2000

MANAGER, DATA NETWORK ENGINEERING

Managed special projects, designing IP addressing and routing schemes for backbone and point-to-point networks. Tried multiservice WAN switch and planned the deployment for global ATM voice/data network.

Technology Systems Support — Hartford, CT

1997 – 1998

AEROSPACE ENGINEER

Developed policies and best practices as Reliability-Centered Maintenance (RCM) Steering Committee Member. Created training materials and taught analyst courses for the preventative maintenance program.

Technical Skills

OS: Mac OSX, Windows, Linux, Solaris

Software: Microsoft Office (Word, Excel, Access, PowerPoint, Outlook, Publisher), Google Apps Productivity Suite, Twitter Tools (Twitter for IOS, TweetDeck, Tweet Stats), Facebook Pages Administration, WordPress

Education, Certification & Development

UNIVERSITY OF CONNECTICUT, Hartford, CT

MS, Telecommunications & Computers, 2003 • **BS, Mechanical Engineering**, 1997

President, Pi Tau Sigma National Honor Fraternity, Local Chapter, 1996—singlehandedly revitalized chapter. Treasurer, Society of Mechanical Engineers, Student Chapter, 1995–1996

Advanced OPNET Modeler Certification, 2005 • Introduction to ATM Fundamentals, TXR Corp., 2001

Social Media Week, Bloomfield, IL, 2012 • Global Social Media Research Seminar, ABC University, 2012 • Social Media Club Social Learning Summit, ABC University, 2012 & 2011

Languages: Spanish, French, Italian, English