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# Edward Tomasso

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## Summary

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Smart and effective social media specialist with marketing expertise available to help small businesses and individuals reach, retain and engage targeted customers and brand advocates.

Skills include Facebook/Twitter posting and community management, along with SEO-rich blogging.

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## Highlights

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- Social media management
  - SEO rich blogging
  - Google Adwords campaign management and analysis
  - Excellent written and verbal communicator
  - Advanced targeting strategies
  - Unique methods of low cost engagement
  - Proficiency in all major social media platforms
  - In depth understanding of content creation
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## Accomplishments

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Self taught social media marketer with an extensive network of global clients and co-collaborators. Owner of an Internet marketing company and employer of several classmates. Experience in all major social media sites, email marketing, Google Adwords campaign management.

Owner of a top rated Elance profile: <https://www.elance.com/s/edit/freelancewriter01/>

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## Experience

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February 2014 to  
February 2014

### **CaribPilsner Beer**

Port of Spain

### **Content Creator**

Content creator for a Facebook, Twitter, and Instagram contest. Focus on building new followers and drawing brand awareness.

September 2013 to  
February 2014

### **Forecast**

Chicago

### **Marketing Agent**

Building and developing a social media presence and reputation in the music world. Brand awareness, authenticity, and originality.

January 2014 to  
February 2014

### **Direct Accident Management**

### **Social Media Manager**

In charge of social media pages- content creation and engagement.

October 2013 to  
February 2014

### **Photographytalk**

### **Twitter Manager**

Focus on building a following and providing useful and stimulating content.

April 2014 to  
August 2014

### **Dive Advisor**

Dubai

### **Social Media Manager**

Managed and developed content for both Twitter accounts, Instagram, Facebook, Tumblr, and email campaigns. Learned to be comfortable in an international market and reach out to foreign businesses.

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## Education

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2015

**Farmington High School**  
Farmington, CT