



# Joshua Troemel

SOCIAL MEDIA SPECIALIST

## Career Objective

With a proven track record of increasing reach and engagement through eye catching social media content and campaigns I am eager to join your company as a Social Media Specialist. I am looking to bring my skills in campaign management, video production, and out of the box ideas to enhance your digital presence.

## Employment History

### Social Media Specialist , Tootsie Roll Industries , Chicago

SEPTEMBER 2021 – PRESENT

**Managing Social Media Pages** - Creating video & photo content. Managing the @TootsieRoll Instagram, @TootsieRoll TikTok, and other brand accounts. Increased organic reach by 18 million on the @TootsieRoll Instagram from 2023 to 2024.

**Running Digital Ad campaigns** - Manage \$100k+ yearly spend running campaigns on Meta, Pinterest, TikTok and Youtube to increase brand awareness of Tootsie Roll Brands. Tracking impressions, reach, click through rates and other KPIs with Hootsuite. Generated over 80 million impressions for Tootsie Roll & Tootsie Pop brands in 2024 through Instagram and Facebook ad campaigns.

**Email Marketing** - Maintaining a contact of 29,000+ email subscribers for Mr.Owls Tree House Club. Designing and sending regularly scheduled emails with giveaways and promotional landing pages using ShortStack.

**Web Design** - Creating and maintaining web pages, and digital assets for Tootsie.com Wordpress website launched in December 2024.

**Influencer Campaigns** - Assisted in recruiting 28 influencers through influencer agencies and TikTok Creator Market Place for Cry Baby candy campaign generating 15.5 million views on TikTok.

### Digital Marketing Manager , BigHeartNaturals, Villa Park

MAY 2020 – AUGUST 2021

Managing a small company's social media channels, website, and digital marketing.

- **Digital Ads** - Created video ad campaigns on FB & Instagram to increase sales of bath & body products. Linked meta pixels to Shopify site to track sales.
- **Web Design** - Designed pages, menus, and assets for BigHeartNaturals.com. Implemented features on website to increase email subscriber list by 40% from 2020 to 2021

### Videographer , Eat At State , East Lansing

AUGUST 2018 – MAY 2020

- **Video Ads** - Created and tracked Facebook and Google Ads to increase off campus meal plan purchases. Shot and edited Recipe videos for a monthly series.

## Education

### Bachelors of Arts In Media and Information, Michigan State University , East Lansing

AUGUST 2016 – MAY 2020

## Details

616-460-8271

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## Links

[videotroemel.com](https://videotroemel.com)



## Skills

Video Production

Adobe Premiere Pro

Adobe Photoshop

Social Media Management

Paid Ad Campaigns

Web Design

Copywriting

Organization & File Management

DSLR Camera Operation

Adobe After Effects

Microsoft Excel