


ANDREA GIORDANO


SOCIAL MEDIA MANAGER



Dynamic and detail-oriented professional with extensive experience in logistical support, event coordination, and influencer marketing. Proven track record in managing administrative duties, creating engaging content, and building strong relationships with influencers. Adept at optimizing marketing strategies through analytical insights and real-time data.

CONTACT

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EDUCATION

Florida Atlantic University

Summa Cum Laude 3.8 GPA

(2022) Bachelor of Business Administration/ International Business

SKILLS

- Market Analysis
- Content Deveolping/Planning
- Video and Photo editing
- Cross Collaboration with other departments
- Influencer Marketing
- Community Engagement
- Online Marketing Tools
- Budgeting Planning

EXPERIENCE

Social Media Manager

HelloBody | Jan 2024 - present

- Developed and executed monthly content calendars, resulting in a 20% increase in online engagement across multiple platforms.
- Tracked and analyzed social media metrics to assess audience growth rate, volume reach, and exposure. Launched an Instagram sponsorship campaign to boost combined reach by 15%.
- Utilized advanced editing and graphic design tools to create visually appealing content for social media outlets, leading to a significant increase in user engagement in the comment section of each post.
- Manage micro-influencer send-outs, strategy, communication, and recruitment, ensuring timely execution of all plans.
- Monitor and report on social media trends, competitor activities, and audience preferences to inform marketing strategies.
- Actively engaged with online audiences through relevant comments, fostering a 30% improvement in customer interaction and satisfaction.

Administrative Assistant

Natural Biota | Oct 2022 - Dec 2023

- Managed calendars and arranged meetings, appointments, and travel schedules for the leadership team.
- Created and processed invoices for products, ensuring accuracy and timeliness.
- Communicated with vendors to place orders, track deliveries, and resolve supply-related issues.
- Maintained inventory levels and ordered supplies to ensure smooth office operations.
- Fostered strong client relationships by promptly addressing inquiries and concerns, contributing to a 15% increase in client retention.

Analyst

Bridger Consulting Group | May 2022 - Aug 2022

- Worked with senior project managers to gather client requirements and develop solutions to meet client project needs.
- Searched for and evaluated SMEs across various industries, geographic locations, and complex skill sets throughout North & South America, Asia, and EMEA.
- Helped clients collect primary research insights to explore and refine business-critical strategies, from new market entry and product launches to acquisitions and licensing deals.
- Served as the go-to person responsible for the day-to-day relationship and service delivery for a portfolio of clients in different industries.
- Developed effective screening criteria, understood each client's compliance requirements, and mastered usage of the proprietary CRM system.