

Juliana Difabio

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SUMMARY

A dynamic marketing professional with a passion for harnessing the power of TikTok and other social media to drive brand engagement and product success. Experience with creation of organic videos for companies selling clothing merchandise, earning over \$20,000 in gross merchandise value (GMV).

SKILLS

- \$15,000+ GMV from organic content creation.
- Effective creative direction of projects.
- Proficient in Canva, Excel, Outlook, Microsoft word, CapCut, Word, Powerpoint, Google Documents, Sheets, and Slides,.
- Skilled in subtly guiding consumers towards their purchasing decisions, making them feel as though the choice was entirely their own.

PROFESSIONAL EXPERIENCE

Tiktok UGC

UGC Freelance Creator

Oct 2023 - Present

- Curated and managed user-generated content campaigns across social media platforms, driving engagement and community building.
- Facilitated user engagement initiatives, such challenges to encourage content creation and sharing.
- Collaborated with a diverse range of brands including emerging startups and established enterprises like Pacsun, Sam's Club, and Commense, bringing in over \$20,000 worth of GMV.

Ralph Lauren X Ocean Co. Yachting Event Event Coordinator

March 2024

- Assisted in overall decoration and design for the private Ocean Co. yachting event, ensuring a sophisticated and welcoming atmosphere that complimented the Ralph Laurens SS24 collection .
- collaborated closely with the stylists on the selection of outfits, carefully curating ensembles that highlighted key pieces from the Summer and Spring 2024 Runway collection.

EXTRACURRICULAR ACTIVITIES

American Marketing Association

Mentoree

Entrepreneurship Club

Member

EDUCATION & CERTIFICATIONS

Bachelor of Business Management

Majors: Marketing
University of Tampa