

Reese Ciccotelli
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LIST OF QUALIFICATIONS

- **Certifications:** SEO, Google Analytics, Google Ads, Global Marketing, Customer Segmentation
- **Content Creation:** Social media posting and branding, storytelling, and audience engagement
- **Video Production:** Recording, editing, and producing videos for social platforms
- **Social Media Management:** Strategy, trend analysis, and platform expertise
- **Analytics:** Campaign tracking, performance measurement, and reporting
- **Digital Marketing:** Website management and ad campaign optimization
- **Leadership:** Project management and team collaboration
- **Technical Skills:** Advanced Excel/Google Sheets, AI tools (ChatGPT)

SUMMARY OF QUALIFICATIONS

Experienced in managing social media and creating content that connects with target audiences across platforms. Strong communicator with a background in client-focused photography and collaborative marketing projects. Highly detail-oriented, with a proven ability to produce high-quality, visually compelling content and analyze performance metrics. Thrives in team environments and brings a self-starting attitude, creative problem-solving, and a drive to exceed expectations.

WORK EXPERIENCE

-Owner, RSphotography, Boca Raton, FL (2023- present)

Provide customized photography services, manage editing and client communication, and oversee branding and business operations.

-Marketing Manager, Pedego Boca, Boca Raton, FL (April 2025-present)

Create and manage digital marketing campaigns, oversee social media content, and coordinate local events to drive engagement.

-Valet, East Coast Valet, Boca Raton, FL (2023)

Led valet operations at a private beach club and ensured positive customer experiences.

-Volunteered 2023, Unforsaken Treasures (2023), Habitat for Humanity, Eustis, FL (2021-2023), Chain of Lakes and Parks, Lake County, FL (2018-2023)

-Court Monitor/Party Host/Cashier, Skyzone, Clermont, FL (2021-2023)

Cross-trained in every position, making me a versatile team member.

-Production Internship, Remy Productions, Clermont, FL (2022)

Supported filming and editing processes while assisting with equipment setup and production planning.

-Volunteered 2022, Harbor House and Haven, Leesburg and Orlando, FL (2022), Toys for Tots and Guardian Ad Litem, Orlando FL (2020-2022)

-Volunteered, 2021, YMCA, Clermont, FL (2021), Southeastern Food Bank, Clermont, FL (2017-2021), Caponi Cannoli's, Clermont, FL (2019-2021)

-Card Organizer/Cashier, Game of Card, Oviedo, FL (2020)

Organized inventory, assisted customers, and managed sales transactions at the register.

EDUCATION

Florida Atlantic University Boca Raton, FL 33437

Marketing BBA

College GPA: 3.9

Expected Graduation: Dec 2025