

Catherine Trestini
100 Lakeshore Xing NE
Atlanta, Georgia (*open to relocation*)

Marketing & Communications Specialist
404-482-1439
hi@cattrestini.com

Availability: November 1st, 2024 (Flexible/Negotiable)

Job Type/Work Schedule: Permanent, Full-Time

Marketing and Communications Specialist with 10+ years in advertising agency roles. Leader skilled in achieving cross-departmental objectives through collaboration with stakeholders, subject matter experts, influencers, partnerships, and vendor relationships. Developed \$1-25mm traditional and digital campaigns.

Objective: to secure a permanent position in federal service as a Marketing & Communications Specialist or another mission essential role, applying skills to promote the efficiency and mission of the agency.

- Desired Job Type: Communications Specialist, Marketing, Social Media, Public Relations
- Highest Federal Pay Grade Equivalent: GS-11-12 or above
- Desired Locations: U.S.; Atlanta, GA or Remote/Telework/Virtual Preferred (time zone immaterial)

RELEVANT JOB ANNOUNCEMENT EXPERIENCE

- Built strong relationships with internal/external stakeholders, SMEs, influencers, partners, vendors
- Developed/implemented social media and communication strategies for ~100+ clients since 2012
- Written/edited/approved strategic communications, press releases, POVs, policies & documents
- Ensured media is compliant with associated legal policies and brand guidelines prior to publishing
- Delivered effective multi-marketing messaging and brand identity across various digital channels

PROFESSIONAL WORK EXPERIENCE

Independent Contractor/Freelancer

Trestini Marketing, Atlanta, Georgia
Contract: ~10-40 hours/week (*Remote*)
Jan 2007 – Current (16+ years)

Supervisor: Catherine Trestini
hi@cattrestini.com
May Contact

- **2016-Present:** Marketing consultant strategizing and executing paid media advertising and organic social media projects for marketing agencies, small businesses and Fortune 500 companies
 - Supervised contractors' campaign work (content/copy, design, publishing, Wordpress, etc)
 - Utilized technology and media software programs like Keynote, Buffer, and Canva
- **2007-2016:** Offered content management services to entrepreneurs, startups, and small businesses such as blogs, editing, writing, photography, tutoring, and website management
 - Commercial and Fine Art Photography: Headshots, Portraits, Photo-series, Storytelling
 - Blogger, Editor and Writer: Articles, Journalism, Publications, Online Research
- Recent Industries: Home Improvement, Healthcare, Government, CPG (Food/Bev), Non-profit
- Recent Contract: Vaughn Harlow (Home Depot), Paid Media Manager; *Client: Jodi White*

Social Media Specialist

Inbound Back Office (IBO), Newburgh, Indiana
Contract: ~10-20 hours/week (*Remote*)
Mar 2021 – Current (3+ years)

Supervisor: Mary Rodriguez
maryr@inboundbackoffice.com
May Contact

- Provide organic social media & copywriting for white-labeled clients per custom social media contracts
- Used programs like Harvest for billing, reports, and time management & Slack for work communication
- Industries: Agriculture, Construction, Education, Finance, Insurance, Legal, Manufacturing, Technology

Associate Media Strategy Director

Supervisor: Brooke Rivers

The Richards Group (TRG), Dallas, Texas
Contract: ~10-20 hours/week (Remote)
Jan 2023 – Mar 2024 (1+ year)

rivers.brookeb@gmail.com
May Contact

- Drove performance-based media planning objectives across programmatic, search, social and custom programs (i.e influencer marketing) via collaboration with subject matter experts & vendor relationships
- Conducted market research & campaign planning via MediaOcean (Prisma), Kantar/Vivvix and Sizmek
- Worked closely with legal and compliance teams to follow protocol for private customer data policy
- Clients: Colmet, 12th Man Foundation (TMF; B2C)

Paid Social Strategist

The Richards Group (TRG), Dallas, Texas
Contract: ~5-15 hours/week (Remote)
Jan 2023 – Dec 2023 (1 year)

Supervisor: Marc Hartwell
marc.hartwell@gmail.com
May Contact

- Assisted Paid Social team with Meta buying/execution tasks (FB/IG) on Sprinklr (compliance software)
- Clients: Firehouse Subs (B2C), TMF, Credit One Bank, UCHealth

Paid Media Manager

Mindsailing, Minneapolis, Minnesota
Full Time: 40 hours/week (Remote)
Oct 2022 – Sep 2023 (1 year)

Supervisor: Kimmie Rooney
k.kopsick8@gmail.com
May Contact

- Provided open source research intelligence to B2B policy stakeholders & politicians affecting Medicare
- Performed additional research to clarify and supplement information used in executive presentations
- Conducted policy stakeholders with data-based POVs on changing social media policies (i.e Twitter)
- Administered research to aid in identifying trends on Twitter/X and LinkedIn and integrated intelligence data with open sources online to generate coherent analysis and provide a final report to stakeholders
- Developed digital and traditional paid media plans and restructured campaigns with A/B tests, slashing CPMs in half and improving CTR by 50% across social and search MoM for B2B Medicare campaigns
- Places ads on Google, Meta (FB/IG), Twitter/X, LinkedIn & YouTube. Shared team updates via Monday
- Clients: United Healthcare (B2B), Minnesota Department of Natural Resources (DNR; B2C)

Senior Paid Social Specialist

Butler/Till, New York, New York
Full Time: 40 hours/week (Remote)
Jun 2021 – Oct 2022 (1.5 years)

Supervisor: Ryan Lammela

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- Launched 60+ campaigns approved by legal for 3 highly regulated pharmaceutical brands (\$2-25mm)
- Reviewed information & data to contribute to 8+ emerging social media POV documents/PowerPoints
- Utilized data and compliance software like IQVIA, PowerBI, Sprinklr & Workfront to launch legal assets
- Provided updated excel reports and brand studies (i.e Nielsen) to managers to identify industry trends
- Top 10% in first performance review per Manager and Director; mentored junior team members
- Managed 8+ vendor relationships with 1st/3p partners like Meta, Snap and Swoop and provided pacing
- Clients: Amgen, Bristol Myers Squibb (B2C)

Media Planner and Buyer

We Are Rosie, New York, New York
Contract: 40 hours/week (Remote/Hybrid)
Jan 2018 – Jan 2021 (4 years)

Supervisor: Stephanie Olsen
stephanienadi@gmail.com
May Contact

- Executed planned media launches (Ex: \$1MM 100+ live campaigns monthly with team of 9)
- Responsible for tasks including billing, media planning and buying, performance reporting
- Clients: Dunkin' (Hill Holiday), SE Toyota (22 Squared), Campbell's Soup (19 brands; Publicis)

Senior Social Media Manager

Supervisor: Eddie Hollenbeck

Flapjack Agency, New York, New York
Contract: ~20 hours/week (Remote)
Jan 2018 – Jan 2019 (1 year)

eddie@flapjack.agency
May Contact

- Developed audits and strategies for retail #RGSImagine campaign, resulting in 6% YoY follower growth
- Produced BTS Contest with team, gaining 2+ million site visitors, 3k+ entries & an 11% conversion rate
- Clients: Flapjack Agency, Nardelli's, Really Good Stuff, Spangler Science (B2C)

Senior Content Marketing Manager

Wagner Agency, Orlando, Florida
Contract: ~20 hours/week (Remote)
Jan 2018 – Jan 2019 (1 year)

Supervisor: Wagner Dos Santos

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- Launched annual social media campaigns like #SeacoastCares' Making Strides Against Breast Cancer and Bella Collina's marketing initiatives (Golf/Siena Hotel campaigns) for finance, hospitality and IT
- Directed and executed content marketing plan (via Wrike) resulting in SEO-driven launch of 288 blogs
- Clients: Bella Collina (B2C), Joon (B2B), Seacoast Bank (B2C), Wagner Agency (B2C/B2B)

Editor

Dotdash (IAC; formerly About.com), New York, New York
Contract: ~20 hours/week (Remote)
Jan 2017 – Jan 2018 (1 year)

Supervisor: Richard Lally
rlally@dotdash.com
May Contact

- Editor and Contributing Writer. Contributed to reorganization and Search Engine Optimization (SEO) of About.com's old web content into Dotdash's six new media brands (using Grammarly & Google Docs)
- Dotdash was awarded Publisher of the Year at Digiday's 2018 Publishing Awards
- Brands/Verticals: The Balance, Lifewire, The Spruce, ThoughtCo, TripSavvy, Very Well (B2C)

Content Strategist

CTS Agency (formerly CT Social), Orlando, Florida
Contract: ~20 hours/week (Remote/Hybrid)
Jan 2016 – Jan 2018 (2 years)

Supervisor: Carolyn Capern
carolyn@ct-social.com
May Contact

- Developed content strategy to raise awareness for "Together" campaign on the ongoing mental health impact of Orlando Pulse tragedy affecting Hispanic, Latinx & LGBTQ community for non-profit OUAC
- Social media account manager across 5+ platforms and co-producer of Facebook Live scripts/video
- Clients: Change Everything, Julie Andresen, Orlando United Assistance Center, Rethink Homelessness

Senior Social Media Manager

Marketing Nutz, St. Cloud, Florida
Full Time: 40 hours/week (Hybrid)
Jan 2016 – Jan 2018 (2 years)

Supervisor: Danielle O'Neil

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- Developed and published strategic social media campaigns for Fortune 100 enterprise clients
- Monitored/QA'd B2B/B2C social media accounts and followed Social Media Response Plan/Policy
- Led weekly Twitter chat #GetRealChat, to increase engagement and routed customer support inquiries
- Clients: Adobe, Aruba Networks, Hewlett-Packard Enterprise, HostGator, Pinot's Palette

Community Manager

Kore.ai, Orlando, Florida
Full Time: 40 hours/week (Hybrid)
Jan 2014 – Jan 2016 (2 years)

Supervisor: Sophie Vu
sophievu415@gmail.com
May Contact

- Created/managed social media policy and community strategy for enterprise platforms and employees
- Identified enterprise messaging influencers via social media listening tools (BrandWatch, TweetDeck)
- Monitored keywords, trends and data in Hootsuite and Google Alerts for competitive intelligence

- Built Pardot/Salesforce Google Data and email campaigns for customer feedback and user acquisition

Digital Project Manager

Purple Moon Media, Orlando, Florida
Full Time: 40 hours/week (Hybrid)
Mar 2014 – Dec 2014 (10 months)

Supervisor: Michael Campolattano

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- Started and completed digital marketing projects for clients in restaurant and hospitality
- Managed client communications (project schedules, meetings, timelines, deadlines, etc)
- Led editorial campaign and team of 4 interns generating 500k online views per month

Digital Marketing Intern

.Com Marketing (acquired by Edgecore), Orlando, Florida
Full Time: 40 hours/week (On-site)
Jan 2014 – Mar 2014 (2 months)

Supervisor: Michael Campolattano

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- Managed pay-per-click (PPC) budgets in Google AdWords, created content marketing campaigns, and optimized keyword research in Google Keyword Planner for 10+ local clients in Central Florida
- Clients: Orlando Science Center, Tijuana Flats, Courtyard Marriott, Tony Roma's (B2C)

Social Media Strategist

Smith Publicity, Cherry Hill, New Jersey
Full Time: 40 hours/week (On-site)
Feb 2013 – May 2013 (4 months)

Supervisor: Dan Smith

dan.smith@smithpublicity.com

May Contact

- Conducted marketing campaigns across 5+ social media networks daily for authors in book publishing
- Led strategy and branded company across digital channels, utilizing 3P platforms (i.e Sprout Social)
- Prepared/distributed website materials and managed over 10 client social media sites

Director of Operations and Public Relations

YouDoPR (of Smith Publicity), Cherry Hill, New Jersey
Full Time: 40 hours/week (On-site)
Jun 2012 – Mar 2013 (1 year)

Supervisor: Dan Smith

dan.smith@smithpublicity.com

May Contact

- Directed strategy for 5+ digital media networks (Facebook, Twitter, LinkedIn, Instagram, Google+) and utilized third party social media tools like HootSuite, TweetDeck, Twitter Counter, and Quitter
- Created press release writing service (via Joomla Newsletter) resulting in 3-month publisher renewal. Corresponded with book publicist contractors, sent author questionnaires and managed author edits
- Exhibited PR services at regional book festivals (Baltimore, Collingswood) resulting in new sign-ups
- Outreached and pitched to potential clients and small publishers (regional/national)
- Built media lists and sent press releases to 15k+ media outlets monthly via Vocus, Joomla, iContact
- Booked authors interviews in online/traditional media placements (newspapers, magazines, radio, TV)
- Showcased new titles on NetGalley and uploaded book files (PDF, ePub, Mobi) to FTP/site. Sent clients weekly NetGalley reports, reviewers' title request info, and requested book reviews/bios
- Created and managed promotions, sales, and SEO/social media strategy for inbound website interest
- Wrote blog posts, grew web traffic and managed user/admin accounts (Android, Open Photo software)

English Tutor

WyzAnt Tutoring, Cherry Hill, New Jersey
Contract: ~5-10 hours/week (On-site)
Mar 2012 – Apr 2013 (1.5 years)

Supervisor: N/A

May Contact

- Provided tutoring and private lessons for middle school children in Reading and Writing
- Worked closely with students one-on-one and provided coaching and writing techniques
- Delegated assignments and practice exercises and provided paper reviews and editing

EDUCATION

- 2011 **BA, Comparative Literature** *School of Arts and Sciences*
- 2011 **BA, Visual Arts** *Rutgers University, New Brunswick, NJ*
- *May 2011* – Convocation Speaker, Undergrad Class '11 Remarks, Comparative Literature
- *Sep 2010 – May 2011* Independent Study in French New Wave Film, Dr. Flitterman-Lewis
- *Sep 2010 – May 2011* Senior Thesis Exhibition: *InnerSpace*, Mason Gross School of Arts
- *Mar 2008 – Jul 2010* Visual Art Coordinator and Photography Manager, ArtHouse
- *Sep 2007 – May 2010* President, Rutgers University Photography Club
- *Sep 2007 – May 2008* Hunger & Homelessness Internship, NJPIRG Student Chapters
- *Sep 2007 – May 2011* Dean's List and Honors Selections; Academic Excellence Grant

MEDIA ACTIVATIONS

- **Audio:** Radio, Streaming
- **Custom Programs:** Homepage Takeovers, Influencer Campaigns, Special Sponsorships
- **Display:** Banner Ads, Email
- **Programmatic:** Contextual Targeting, Native (Bidtellelect, Tremor, StackAdapt), Video
- **Search:** Google Ads, Performance Max, YouTube
- **Social:** Meta (FB/IG), LinkedIn, Pinterest, Reddit, Snapchat, TikTok, Twitter (X), YouTube
- **Traditional:** OOH (Billboards, Bars, Restaurants, GSTV), Print

CERTIFICATIONS

- *Sep 2022 - Oct 2024* StackAdapt Certified, StackAdapt
- *Sep 2022 - Oct 2024* HubSpot Inbound Certified, HubSpot
- *Jun 2022 - Present* Sprinklr Brand Manager Pro, Sprinklr
- *Jun 2022 - Present* Reddit Fundamentals Certified, Reddit
- *Jan 2022 - Jan 2024* Ads Manager Campaign Activation, Snapchat
- *Jan 2015 - Jan 2017* Google Analytics, Google
- *Nov 2015 - Present* Social Media Certification, Hootsuite

PROFESSIONAL AND COMMUNITY AFFILIATIONS

- *2021-Present:* Meetup Organizer for various special interest groups in Atlanta & Chicago
- *2011-Present:* Rutgers Alumni Association Georgia (previously Florida and New Jersey)
- *2018:* Mayor's City of Orlando Academy Graduate (12-week local government program)
- *2018:* Write Night Co-Founder, nonprofit community for creatives in Orlando, FL
- *2016-2018:* Ad 2 Orlando (AAF), Vice President and Diversity Chair, Orlando, FL
 - Awarded #1 in Communications & #2 in Diversity in National Ad 2 Competition (2 years)
 - Roundtable Host Moderator/Speaker for Ad 2 "Women in Creative" Event on 2/23/17
- *2015-2016:* Social Fresh, Social Media Conference Team Content Lead, Orlando, FL

PORTFOLIO AVAILABLE AT CATTRESTINI.COM

- *Additional Professional Experience, Marketing and Writing Samples, Certifications*
- *Professional Affiliations, Community Involvement, and Volunteer Work*
- *Press, Publications, Reviews, and Testimonials*
- *References PDF available upon request*