

Catherine Trestini
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Atlanta, Georgia

Marketing and Communications Manager
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Marketing and Communications Manager with 10+ years in advertising agency roles. Leader skilled in achieving cross-departmental objectives through collaboration with subject matter experts, partnerships, and vendor relationships. Developed \$1-25mm traditional and digital campaigns (B2B and B2C).

PROFESSIONAL WORK EXPERIENCE

Independent Contractor/Freelancer

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

- **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
- **2007-2015:** Offered content management services to entrepreneurs, startups, and small businesses such as blogs, editing, writing, photography, tutoring, and website management
- **Recent Industries:** Home Improvement, Healthcare, Government, CPG (Food/Bev), Non-profit
- **Recent Contract:** Vaughn Harlow (Home Depot), Paid Media Manager

Associate Media Strategy Director

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

- 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)

- 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)

- 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)

- 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)

- 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)

EDUCATION

- 2011 BA, Comparative Literature School of Arts and Sciences
- 2011 BA, Visual Arts Rutgers University, New Brunswick, NJ

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 AFFILIATIONS

- 2011-Present: Rutgers Alumni Association Georgia (previously Florida and New Jersey)
- 2018: Mayor's City of Orlando Academy Graduate (12-week local government program)