

Catherine Trestini

Atlanta, GA (Hybrid and Remote)

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SUMMARY

Strategic marketing and communications manager with 10+ years of experience in paid media planning and social media management. Launched 150+ campaigns across 25+ industries with \$1M–\$6M budgets. Strong relationship builder who leads high-performing teams and collaborates with clients, partners, and vendors to drive results.

Core Competencies: Account Management, Ad Ops, Brand Development, Content Marketing, Cross-Functional Collaboration, Data Analysis, Digital Marketing, Media Strategy, Paid Media Ads, Social Media Management

SKILLS

Content Platforms: Buffer, CoSchedule, Gain, Hootsuite, HubSpot, Later, Notion, Publer, Sprinklr, Sprout Social

Media Activations: Audio, Custom, Display/Native, Influencer, Programmatic, Search, Social, Traditional, Video

Media Platforms: Brandwatch, IQVIA, Kantar, Nielsen, Vivvix, MediaOcean (Prisma), Meta Ads Manager

Reporting Tools: Agency Analytics, Google (Ads, GA4, Looker Studio), HubSpot, Pardot, PowerBI, Sprout Social

Project Management: Asana, ClickUp, Dropbox, Harvest, Monday, Slack, Smartsheet, Wrike, Workfront, Zapier

Software & Tools: AI (ChatGPT, Grammarly), Canva, Google Workspace, Microsoft Office (Excel, Teams), Zoom

CAREER HIGHLIGHTS

- Promoted to Manager role, driving 15+ clients' success and supervising six direct reports across two teams.
- Exceeded UHC's social and search KPIs, resulting in 50% campaign improvement across CPMs and CTRs.
- Executed a \$1MM media budget to launch over 100+ live campaigns each month for a Fortune 500 client.
- Select Partners: TRG, Publicis (Spark), 22Squared, IPG (Hill Holiday), We Are Rosie
- Select Clients: Home Depot, Firehouse Subs, United Healthcare, Bristol Myers Squibb, Campbell's, Dunkin

RELEVANT WORK EXPERIENCE

Manager, Paid Media and Social Media

Mar 2021– Present

Inbound Back Office, Philadelphia, Pennsylvania (Remote)

W2 Employee: 30-40 hours per week

IBO is a small business that provides marketing, HubSpot, and staffing solutions for white-labeled clients.

- Supervises six direct reports on two teams, improving client success and reducing turnaround time by 50%.
- Develops organic and paid marketing strategies, delivers fast ad-hoc work, retains clients for 2-4 years.
- Select Clients: White-labeled, private clients in industries like Finance, Law, Public Safety, Retail, and Tech

Associate Director, Media Strategy and Paid Strategist

Jan 2023 – Mar 2024

TRG Agency, Dallas, Texas (Remote)

1099 Contractor: 20-30 hours per week

TRG is a branding and full-service advertising agency offering advertising, marketing, and interactive solutions.

- Led and presented integrated media plans across six activations, increasing ROI by 25% on five accounts.
- Launched \$1-6M Paid Social media buys on Meta (Facebook/Instagram) via Sprinklr compliance software.

- Select Clients: Colmet, Firehouse Subs, 12th Man Foundation, Credit One Bank, UC Health

Paid Social Media Manager

Oct 2022 – Sep 2023

Mindsailing, Minneapolis, Minnesota (Remote)

W2 Employee: 40 hours per week

Mindsailing is an independent, full-service marketing agency that helps brands with innovation strategies.

- Wrote data-based POVs on changing social media policies (i.e. Twitter/X) for B2B policy 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.
- Launched ads on Google, Meta (Facebook/Instagram), Twitter/X, LinkedIn, and YouTube.
- Select Clients: United Healthcare (B2B), Minnesota Department of Natural Resources (DNR; B2C)

Sr. Paid Social Media Specialist

Jun 2021 – Oct 2022

Butler/Till, New York, New York (Remote)

W2 Employee: 40 hours per week

Butler/Till is a results-driven marketing agency specializing in media for healthcare and pharmaceutical clients.

- Launched 60+ campaigns approved by legal for three highly regulated pharmaceutical brands (\$2-6mm).
- Utilized compliance software like Sprinklr and Workfront to properly launch approved legal assets.
- Top 10% in first performance review; Contributed to 8+ emerging social media POVs, mentored juniors.
- Managed 8+ vendor relationships with 1st/3p partners like Meta, Snap, and Swoop and provided pacing.
- Select Clients: Amgen, Bristol Myers Squibb (B2C, D2C)

Media Planner and Media Buyer

Jan 2018 – Jan 2021

We Are Rosie, Atlanta, Georgia (Remote)

W2 Employee: 40 hours per week

We Are Rosie is a staffing agency that places marketers on high-caliber media projects for Fortune 500 clients.

- Executed \$1MM+ media budgets to launch over 100+ live campaigns each month for Fortune 500 clients.
- Select Partners: Publicis, 22 Squared, Hill Holiday
- Select Clients: Campbell's Soup (19 brands; Pace, Spaghettios, Goldfish), Southeast Toyota, Dunkin'
- Result: Contributed to award-winning viral Goldfish "Go for the Handful" campaign on TikTok & Meta.

ADDITIONAL WORK EXPERIENCE

Social Media Manager

Jan 2007 – Present

Freelance, Atlanta, Georgia (Remote)

1099 & W2 Employee: 40 hours per week

Project-based concurrent work for marketing agencies, SMBs, and Fortune 500 companies.

- Leads organic and paid marketing projects, writes creative briefs, and supervises staff and contractors.
- Rescues underperforming ad campaigns, puts out fires, and builds agency relationships with client teams.
- Select Partners: Flapjack Agency, Wagner Agency, Dotdash (IAC, formerly About.com), CTS Agency
- Select Clients: Really Good Stuff, Bella Collina, The Spruce, Orlando United Assistance Center
- Example: RGS BTS organic social media campaign got 2mm+ site visits, 3k+ entries & an 11% CR.

Social Media Manager

Jan 2018 – Jan 2019

Wagner Agency, Orlando, Florida (Remote)

1099 Contractor: 20-40 hours per week

- 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

Jan 2017 – Jan 2018

DotDash (prev About.com), New York, New York (Remote)

W2 Contractor: 20-40 hours per week

- 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

Jan 2016 – Jan 2018

CTS Agency, Orlando, Florida (Remote/Hybrid)

1099 Contractor: 20-40 hours per week

- 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

Jan 2016 – Jan 2018

Marketing Nutz, St. Cloud, Florida (Hybrid)

W2 Employee: 40 hours per week

- 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

Social Media Community Manager

Jan 2014 – Jan 2016

Kore.ai, Orlando, Florida (Hybrid)

W2 Employee: 40 hours per week

- 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

EDUCATION

BA, Comparative Literature and Visual Art, Rutgers University, New Brunswick, NJ (On-site)

CERTIFICATIONS

Google Analytics, HubSpot, LinkedIn, Reddit, Snapchat, Sprinklr, StackAdapt, Walmart Connect