

Catherine Trestini

Atlanta, GA | 404-482-1439 | hi@cattrestini.com | cattrestini.com | [linkedin.com/in/cattrestini](https://www.linkedin.com/in/cattrestini)

SUMMARY

Strategic Marketing and Communications Manager with 10+ years of experience leading integrated marketing strategy, content strategy, campaign messaging, and cross-functional collaboration across digital, social, email, paid media, and web. Proven ability to adapt to diverse industries, align marketing initiatives with business goals, and collaborate with stakeholders. Known for building high-performing teams, improving operations, and translating business goals into integrated marketing programs.

Core Competencies: Brand Growth • Campaign Management • Content Strategy • Integrated Marketing • Data & Analytics • Marketing Operations • Media Strategy • Project Management • Team Leadership

SKILLS

Channels: Audio, Display, Email, Influencer, Programmatic, Search, Social, Traditional, Video, Website
Media: Brandwatch, IQVIA, Kantar, Nielsen, Vivvix, MediaOcean (Prisma), Meta Business/Ads Manager
Project Management: Asana, ClickUp, Dropbox, Monday, Slack, Smartsheet, Wrike, Workfront, Zapier
Reporting: Agency Analytics, Google (Ads, GA4, Looker Studio), Pardot, PowerBI, UTM Tracking
Software: AI (ChatGPT, Claude), Canva, Google Workspace, Harvest, Microsoft Office, Wordpress, Zoom
Tools: Buffer, CoSchedule, Gain, Hootsuite, HubSpot, Later, Notion, Publer, Sprinklr, Sprout Social

LEADERSHIP EXPERIENCE

- Lead and manage integrated marketing programs with \$1M–\$6M budgets across 25+ industries.
- Align executives, agencies, and cross-functional stakeholders around marketing & business goals.
- Optimize marketing operations & workflows to improve efficiency, decision-making & outcomes.
- Select Partners: One50One, TRG, Publicis (Spark), 22Squared, IPG (Hill Holliday), We Are Rosie
- Select Clients: Home Depot, United Healthcare, Bristol Myers Squibb, Campbell's, Dunkin

PROFESSIONAL EXPERIENCE

Marketing Manager (Social Media & Digital Marketing) <i>Inbound Back Office, Philadelphia, PA (Remote)</i>	Mar 2021– Present W2 Employee: 30-40 hrs/wk
● Lead six-person cross-functional marketing team managing integrated campaigns across paid, owned, and earned channels for multiple clients. ● Develop integrated marketing programs and cross-channel strategies across paid media, social, web, email, SEO, and content, overall supporting client growth objectives by 41%. ● Advise clients and stakeholders on marketing strategy, budget allocation, campaign planning, and performance to maximize ROI, improving 25+ campaigns by 48% or more. ● Oversee website, landing page, SEO, and email strategies using HubSpot and Mailchimp to improve user experience, engagement, and campaign performance.	

- Establish KPIs and leverage data insights to optimize campaigns and inform decisions.
- Streamline campaign operations & project workflows, reducing turnaround time by 50%.
- Select Clients: Confidential, white-label clients in Law, Nonprofit, Government, Finance & Tech

Associate Director, Media Strategy

Jan 2023 – Mar 2024

TRG Agency, Dallas, TX (Remote)

1099 Contractor: 20-30 hrs/wk

- Developed and presented integrated media strategies across six client activations, driving a 25% ROI increase across five accounts through data-informed planning and optimization.
- Managed \$1M-\$6M paid social media investments on Meta (Facebook/Instagram), overseeing campaign setup, compliance approvals, launch execution & performance monitoring via Sprinklr.
- Select Clients: Colmet, Firehouse Subs, 12th Man Foundation, Credit One Bank, UC Health

Paid Media Manager

Oct 2022 – Sep 2023

Mindsailing, Minneapolis, MN (Remote)

W2 Employee: 40 hrs/wk

- Created social media POVs on platform changes and evolving policies to inform B2B strategies.
- Built and optimized digital and traditional media strategies for B2B Medicare campaigns, leveraging A/B testing to reduce CPMs by 50% & increase CTR by 50% MoM on social & search.
- Planned, launched, & optimized paid media campaigns across Google, Meta, LinkedIn & Twitter.
- Select Clients: United Healthcare (B2B), Minnesota Department of Natural Resources (DNR; B2C)

Senior Social Media Specialist

Jun 2021 – Oct 2022

Butler/Till, New York, NY (Remote)

W2 Employee: 40 hrs/wk

- Launched 60+ paid media campaigns for three highly regulated pharmaceutical brands with \$2M-\$6M budgets, ensuring regulatory compliance and approved creative execution.
- Managed campaign workflows, approvals, and optimization using Sprinklr and Workfront.
- Recognized as a top 10% performer; developed 8+ emerging social media POVs, mentored junior team members, and managed 8+ media vendor relationships including Meta, Snap, and Swoop.
- Select Clients: Amgen, Bristol Myers Squibb (B2C, D2C)

Media Planner and Media Buyer

Jan 2018 – Jan 2021

We Are Rosie, Atlanta, GA (Remote)

W2 Employee: 40 hrs/wk

- Optimized and managed \$1M+ in media budgets, launching 100+ monthly paid media campaigns for Fortune 500 clients across digital channels, including award-winning viral campaigns.
- Select Partners: Publicis, 22 Squared, Hill Holiday
- Select Clients: Campbell's Soup (19 brands; Pace, Spaghettios, Goldfish), SE Toyota, Dunkin'

Marketing and Communications Manager (Fractional)

Jan 2007 – Present

Freelance, Atlanta, GA (Remote)

1099 & W2 Employee: 40 hrs/wk

- Provide fractional marketing leadership for agencies, nonprofits, small businesses, and enterprise brands like Really Good Stuff, Bella Collina and Orlando United Assistance Center.
- Plan and execute integrated campaigns across website content, email marketing, SEO, paid media, organic social media, and content marketing.
- Manage website strategy, WordPress updates, landing pages, SEO optimization, blogs, and content initiatives to improve visibility and lead generation.

- Develop content calendars, creative briefs, marketing collateral, and campaign messaging while coordinating cross-functional creative teams leading to an average 38% increase in performance.
- Optimize underperforming initiatives through audits, creative testing, workflow improvements, and strategic recommendations while managing multiple client relationships.

Social Media Manager

Jan 2018 – Jan 2019

Wagner Agency, Orlando, FL (Remote)

1099 Contractor: 20-40 hrs/wk

- Launched integrated social media campaigns for clients Bella Collina, Joon, and Seacoast Bank.
- Directed content marketing operations and SEO strategy using Wrike, leading the creation and launch of 288 optimized blog posts to support organic growth initiatives.

Editor

Jan 2017 – Jan 2018

DotDash Meredith, New York, NY (Remote)

W2 Contractor: 20-40 hrs/wk

- Edited and optimized legacy About.com content for migration to Dotdash's six new digital media brands, improving SEO, content organization & search visibility using Grammarly & Google Docs.
- Contributed to Dotdash's award-winning editorial revamp (Digiday 2018 Publisher of the Year) for brands/verticals like The Balance, Lifewire, The Spruce, ThoughtCo, TripSavvy, and Very Well.

Content Strategist

Jan 2016 – Jan 2018

CTS Agency, Orlando, FL (Hybrid)

1099 Contractor: 20-40 hrs/wk

- Generated content strategies for clients like Julie Tetel, OUAC, and Rethink Homelessness.
- Managed social media accounts across 5+ channels, i.e. Facebook, Instagram, Twitter & LinkedIn.
- Created & launched email newsletters to strengthen client engagement & community outreach.

Senior Social Media Manager

Jan 2016 – Jan 2018

Marketing Nutz, St. Cloud, FL (Hybrid)

W2 Employee: 40 hrs/wk

- Implemented social campaigns for Fortune 100 enterprise clients like Aruba Networks (HPE).
- Monitored/QA'd B2B/B2C social accounts and followed Social Media Response Plan/Policy.
- Led weekly #GetRealChat Twitter chat to drive engagement and routed customer inquiries.

Social Media Community Manager

Jan 2014 – Jan 2016

Kore.ai, Orlando, FL (Hybrid)

W2 Employee: 40 hrs/wk

- Designed enterprise social media governance policies and engagement strategies.
- Leveraged social listening tools to identify influencers, trends, and competitive insights.
- Built email campaigns and customer feedback programs using Pardot and Salesforce.

EDUCATION

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

CERTIFICATIONS

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