

GIAVANNA NAPOLITANO

MARKETING SPECIALIST

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SUMMARY

Creative Marketing Professional with 2+ years of experience in social media strategy, content creation, and campaign execution across fashion and lifestyle brands. Skilled in planning and producing trend-driven content for Instagram, TikTok, and Facebook, with proven success in growing engagement and strengthening community presence. Adept at cross-functional collaboration and analytics reporting to drive brand awareness and conversions. Passionate about beauty and fashion with a strong eye for aesthetics, storytelling, and innovative digital marketing.

PROFESSIONAL EXPERIENCE

Associate Social Media Marketer- The Fizz Boutique, Clemson, SC Sept 2023 - May 2025

- Planned and executed Instagram, TikTok, and Facebook content strategy. Expanded boutique's social presence, achieving 15.5K+ likes and 5x increase in followers on TikTok.
- Supported seasonal product launches and boutique campaigns by curating trend-driven merchandise and coordinating cohesive visual storytelling across digital and in-store channels.
- Briefed creative assets and coordinated shoots to align with brand guidelines and promotional moments.

Marketing Intern- The Autism Movement Project, Manasquan, NJ July 2024 - March 2025

- Designed branded digital assets and social content that boosted campaign visibility and community engagement.
- Contributed to creative input to campaign strategy, ensuring alignment with organizational goals and brand voice.
- Collaborated with leadership to deliver messaging across platforms and improve audience reach.

EDUCATION

Bachelor of Science in Marketing, Minor in Brand Communications Aug 2021- May 2025

Clemson University

- Relevant coursework in marketing research, digital media planning, client relationship management in advertising, NIL (Name, image, likeness), social media marketing, and finance

SKILLS

- **Social Media Strategy & Content Creation:** Instagram Stories & Reels, TikTok, Reddit, Pinterest, and Facebook
- **Tools & Platforms:** Canva, Adobe Creative Suite, CapCut, Google Analytics, Microsoft Suite, and Shopify
- **Analytics & Reporting:** Engagement metrics, reach, and follower growth
- **Creative & Production:** Video editing, graphic design, coordinating shoots, brand voice alignment, and briefing creative assets.
- **Professional Strengths:** Trend analysis, campaign execution, functional teamwork, time management, and attention to detail.

CERTIFICATIONS

- Hootsuite Social Advocacy
- Hootsuite Social Media Marketing
- Google Analytics- Advanced and Power users

LEADERSHIP & MARKETING PROJECTS

Strategic Marketing Capstone- Clemson University

- Led development of a go-to-market plan for an international beverage launch, including marketing research, segmentation, pricing, positioning, and channel strategy.
- Built KPI framework and integrated advertising plan to measure campaign performance and optimize reach.

Brand Communications Capstone- Clemson University

- Designed a consumer experience strategy for luxury goods brand targeting Gen Z, leveraging a competitive analysis and trend insights.
- Developed influencer campaign concept and experiential activations to strengthen brand storytelling and engagement.

NIL Athlete Campaign- Clemson University

- Created a hypothetical NCAA athlete partnership for a loungewear brand, producing social deliverables, press release, and crisis response plan.
- Built a social calendar and KPI alignment strategy to drive awareness and engagement across platforms.

Boutique Advertising Campaign- The Fizz Boutique

- Designed customized merchandise to support boutique branding.
- Helped build and execute advertising campaign strategy, coordinating creative assets, and messaging across social and in-store channels.

AWARDS AND ACTIVITIES

- Clemson University Dean's List (2023-2025)
- Sales Innovation Program Internal Competition- Group Pitch Winner (Fall 2023)
- Clemson Women in Business (2023-2024)