

GIAVANNA NAPOLITANO

MARKETING PROFESSIONAL

12 Mountainview CT Millstone Twp, NJ | Gianapolitano418@gmail.com | <https://www.giavannanapolitano.com/>

SUMMARY

Creative, trend-driven social media marketer with hands-on experience managing brand channels, producing short-form video, and engaging online communities across TikTok, Instagram, and emerging platforms. Skilled in real-time content creation, social listening, and developing a platform-specific ideas that strengthen brand identity and drive engagement. Brings strong visual instincts, platform fluency and a passion for translating real-life moments into compelling digital experiences.

PROFESSIONAL EXPERIENCE

Digital Content Producer & Editor - Jolie Digital Marketing Agency **March 2026 - Present**

- Produce and edit short-form video content for multiple client brands across TikTok, Instagram, and Facebook, optimized for trends, retention, and SEO-driven discoverability.
- Write on-brand hooks, CTAs, and keyword-rich captions to support reach and engagement.
- Track performance metrics and apply insights to refine creative direction and improve results.

Social Media Coordinator & Sales Associate- The Fizz Boutique **Sept 2023 - May 2025**

- Managed daily engagement across TikTok and Instagram to strengthen brand affinity and customer experience.
- Planned and executed content for launches, events, and campaigns across digital and in-store touchpoints.
- Produced short-form videos that grew TikTok engagement from 165 to 15.5K+ total likes.
- Tracked performance metrics to identify trends and optimize future content.

Marketing Intern- The Autism Movement Project **July 2024 - March 2025**

- Created branded social content, story assets, and digital graphics that increased engagement and strengthened campaign visibility.
- Contributed to creative input for campaign strategy, ensuring alignment with organizational goals and brand voice.
- Partnered with leadership to deliver cohesive messaging across platforms and improve audience reach.

EDUCATION

Bachelors of Science in Marketing, Minor in Brand Communications **Aug 2021- May 2025**
Clemson University

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

SKILLS

- Organization & Time Management
- Problem-Solving & Critical Thinking
- Audience insights & Competitive Research
- Microsoft Office Suite
- Multi-Tasking in Fast-Moving Environments
- Social Media Strategy (Instagram, TikTok, Pinterest, Facebook)
- Content Creation: Reels, TikToks, Stories, graphics, copywriting
- Capcut & Canva

CERTIFICATIONS

- **Hootsuite Social Advocacy**
- **Hootsuite Social Media Marketing**
- **Google Analytics:** Advanced and Power users
- **Inside LVMH:** Luxury Operations and Supply Chain; Client and Retail Experience