



# MARIANA NAPOLITANI

Social Media Manager

## PERSONAL BACKGROUND

I am a digital native and a champion of social media tools and technologies, with a track record of creating and implementing successful social media programs.

## ACHIEVEMENTS

- One of the leads in a viral campaign released on Valentine's Day
- Helped company accounts attain verified status
- Maintained 100% response rate for a month

## GET IN TOUCH WITH ME

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## WORK EXPERIENCE

### Social Media Manager

*MLK Media Inc. | Feb 2013 - Dec 2014*

- Managed online campaigns for various clients, effectively driving brand awareness and engagement
- Increased traffic to social media accounts by 50%

### Social Media Intern

*Wanderguy Clothing Co. | Jan 2012 - Jan 2013*

- Helped the brand achieve a strong social media presence by handling day-to-day inquiries
- Assisted in developing concepts with viral potential

## PREVIOUS EDUCATION

### University of Lihua

*Bachelor of Arts in Business Communication*

- Class Salutatorian
- News Editor of the school paper, The Lihua Daily
- President of the Lihua Debate Society
- Member of the UOL Marketing Association

### Ruthston High School

*Class Salutatorian, graduated in 2008*

- President of Ruthston Raiders Cheerdance Squad (2008)
- President of the Ruthston Debate Club (2006 to 2008)
- Student Council Public Relations Officer (2005)

## PREVIOUS EDUCATION

I can produce music using any of the following programs: AVID Pro Tools, FL Studio, Ableton Live, Adobe Premiere, Vegas Pro 15, Cubase, and Fruity Loops.