

S O C I A L   M E D I A   M A R K E T I N G   P R O F E S S I O N A L

*Caroline Lopresti*



Portfolio 2022

# "Nice to meet you!

I'M CAROLINE.



I'm a Social Media Manager with over four years of social media marketing experience including, organic & paid social, content creation, and community management.

I am passionate about helping small business owners create and maintain an online presence through social media profiles. I understand fully that you may need an extra set of hands to manage your marketing needs while you work on running your business.

Allow me to help you manage your online presence, reputation, and content creation needs.



42

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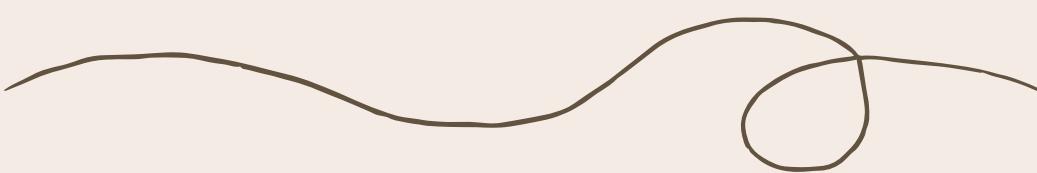
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Where my passion  
meets your needs



Take a look at my previous work and skills

# My certifications



01

Microsoft Office Specialist Excel  
Proficient in utilization of Excel workspace.

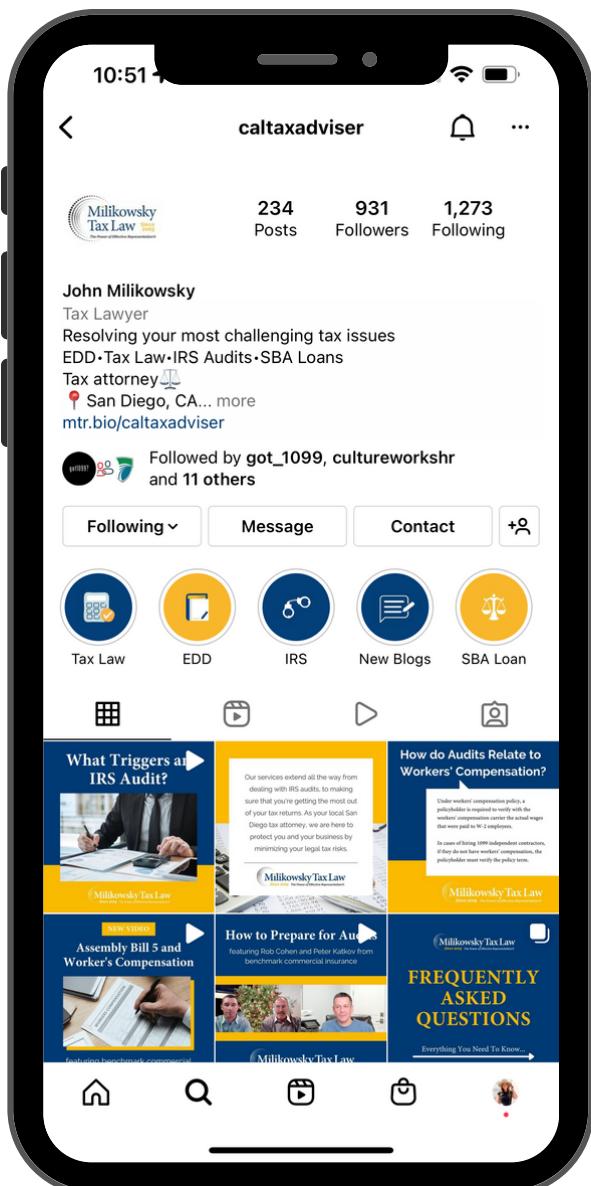
02

Hubspot Agency Partner Certification  
Completed Content Marketing Certification. Capable of applying these skills to long-term content planning, content creation and analysis, and increasing results through growth marketing.

# My Work Examples

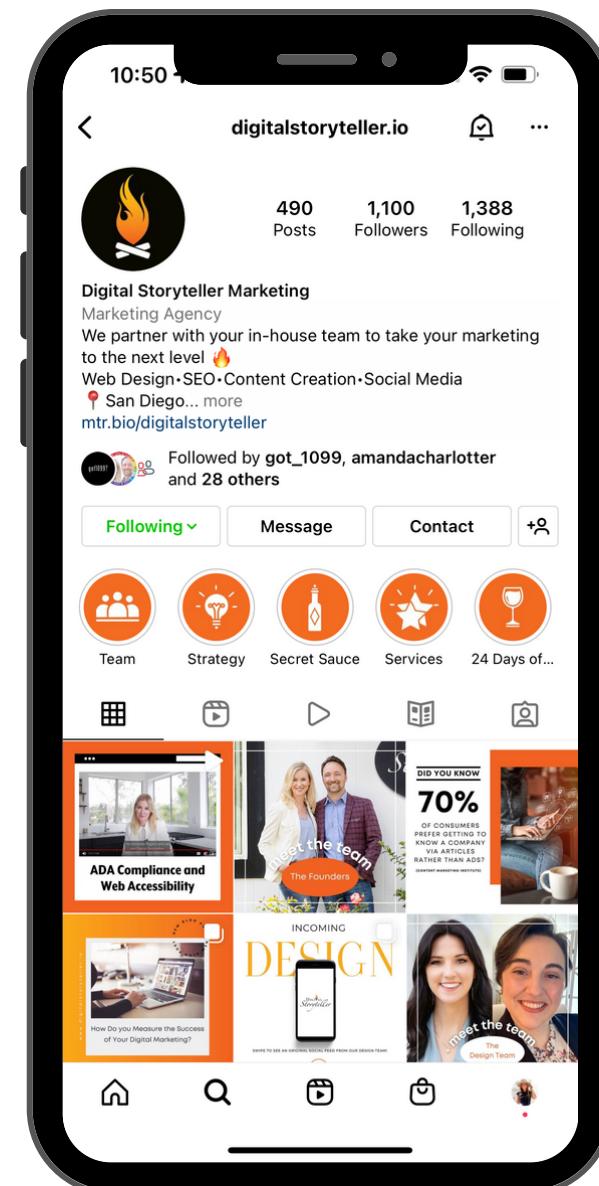
## Social Media Marketing & Management

Examples of Instagram profiles I have managed and created from the ground up



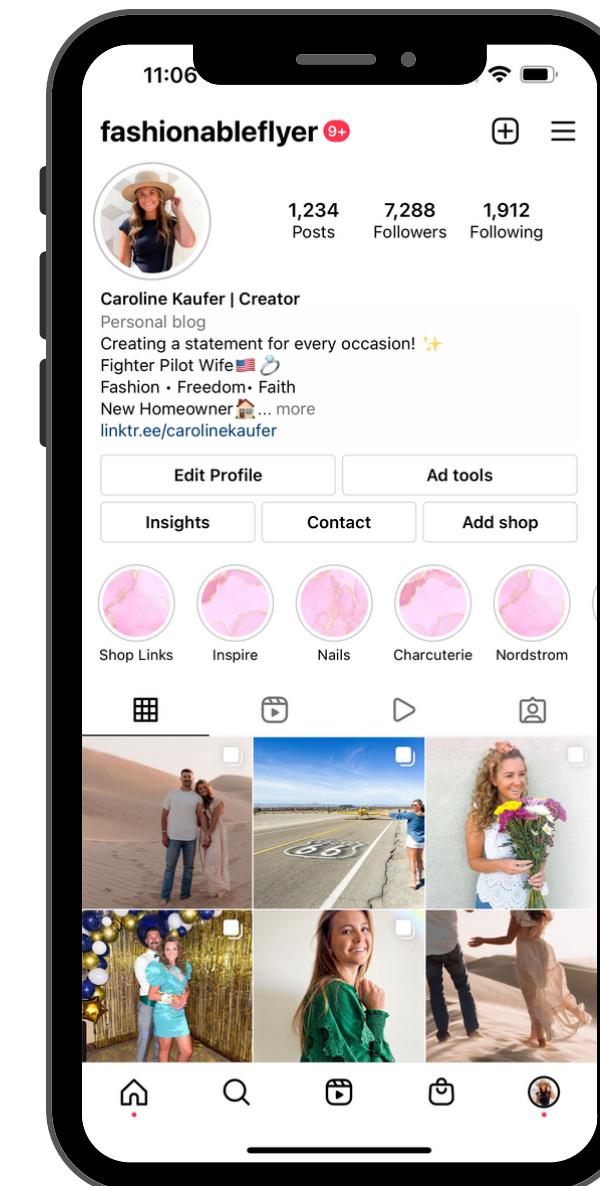
### Milikowsky Tax Law

Grew Following by 900 in 10 months  
Impressions up to 30k+  
2.9k Profile views



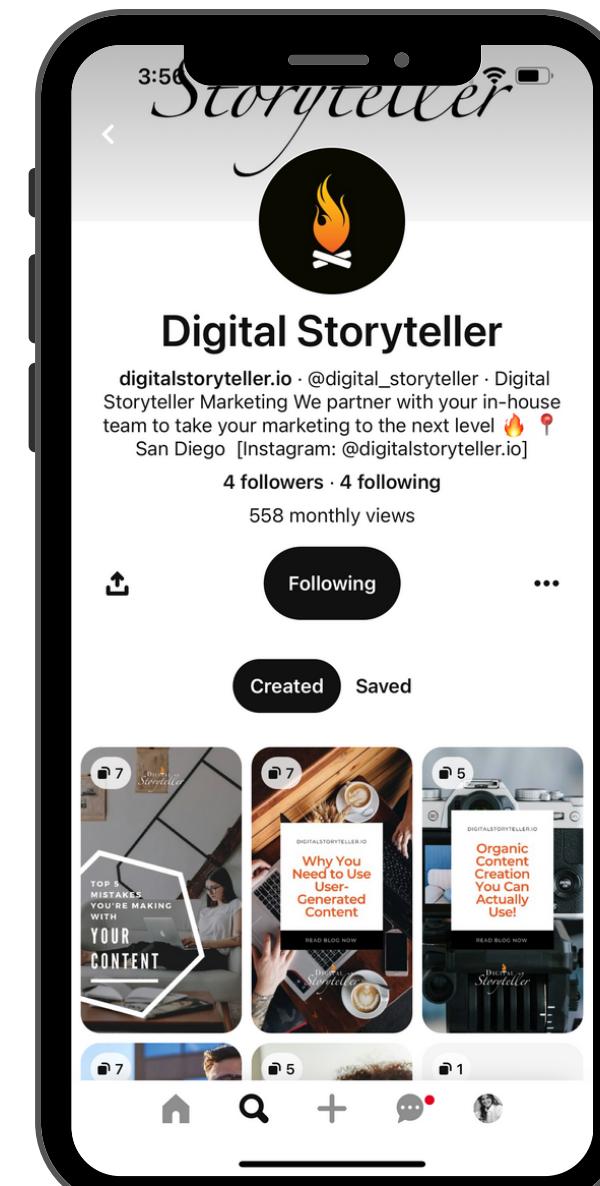
### Digital Storyteller

Grew Following by 1000 in 12 months  
Impressions up to 159k+  
8.9k Profile views



### Fashionable Flyer

Personal Content Creator IG account  
Impressions up to 86k+  
2.1k Profile views



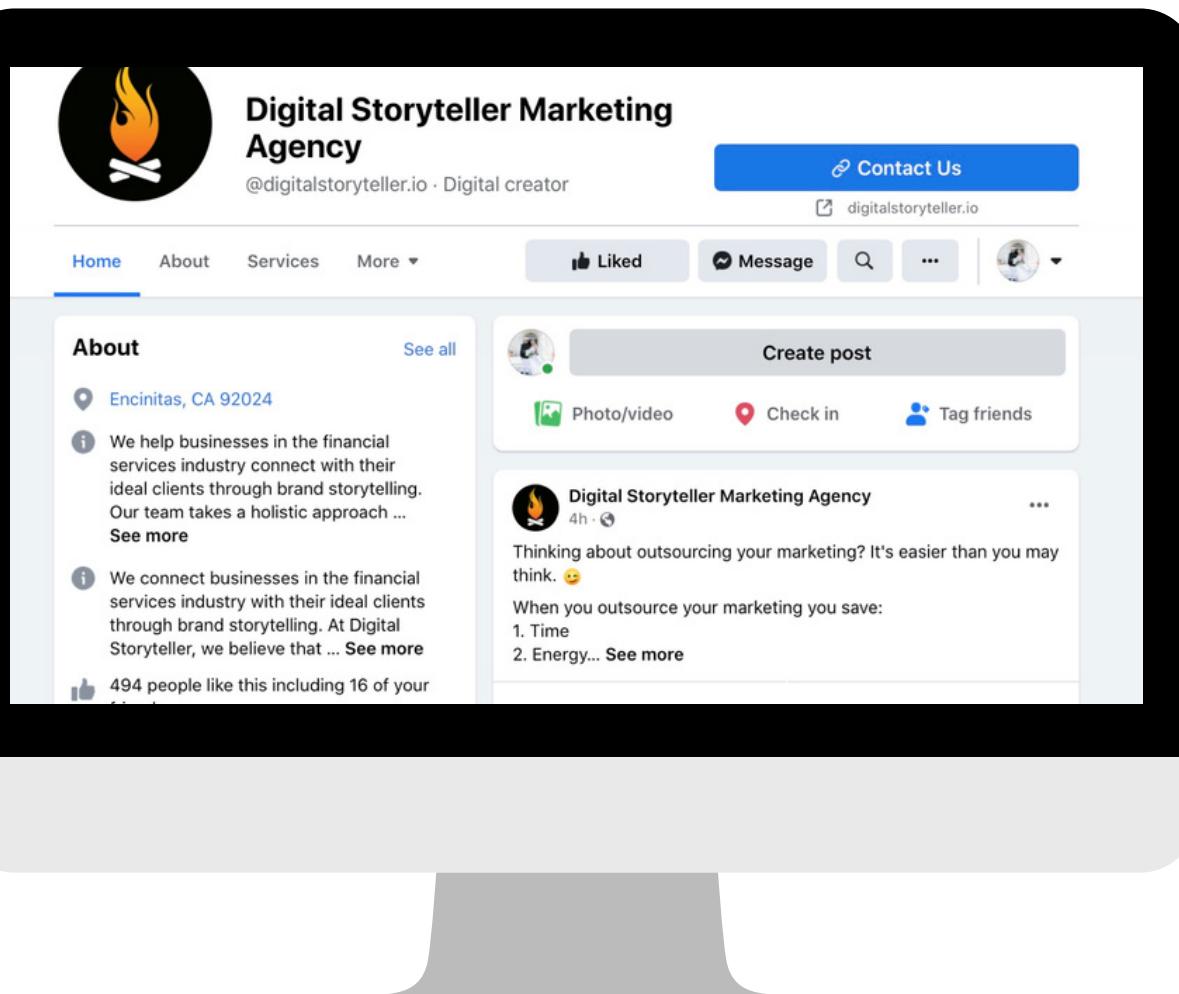
### Digital Storyteller

Account created in August 2021  
Impressions up to 2.1k+

# My Work Examples

## Social Media Marketing & Management

Examples of Facebook profiles I have managed and created from the ground up



**Digital Storyteller Marketing Agency**  
@digitalstoryteller.io · Digital creator

**About**  
Encinitas, CA 92024

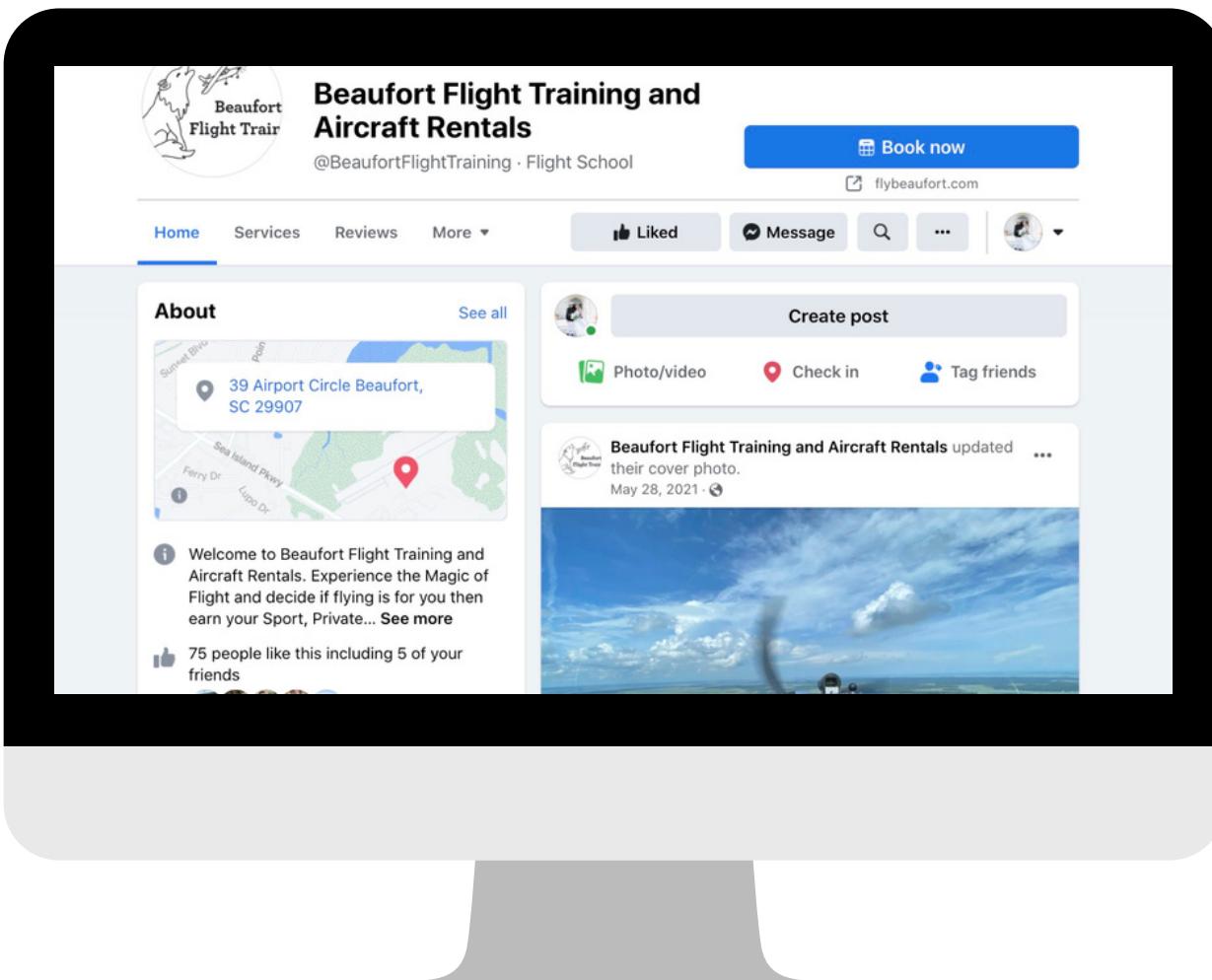
We help businesses in the financial services industry connect with their ideal clients through brand storytelling. Our team takes a holistic approach ... [See more](#)

We connect businesses in the financial services industry with their ideal clients through brand storytelling. At Digital Storyteller, we believe that ... [See more](#)

494 people like this including 16 of your friends

**Contact Us**  
digitalstoryteller.io

**Create post**  
Photo/video Check in Tag friends



**Beaufort Flight Training and Aircraft Rentals**  
@BeaufortFlightTraining · Flight School

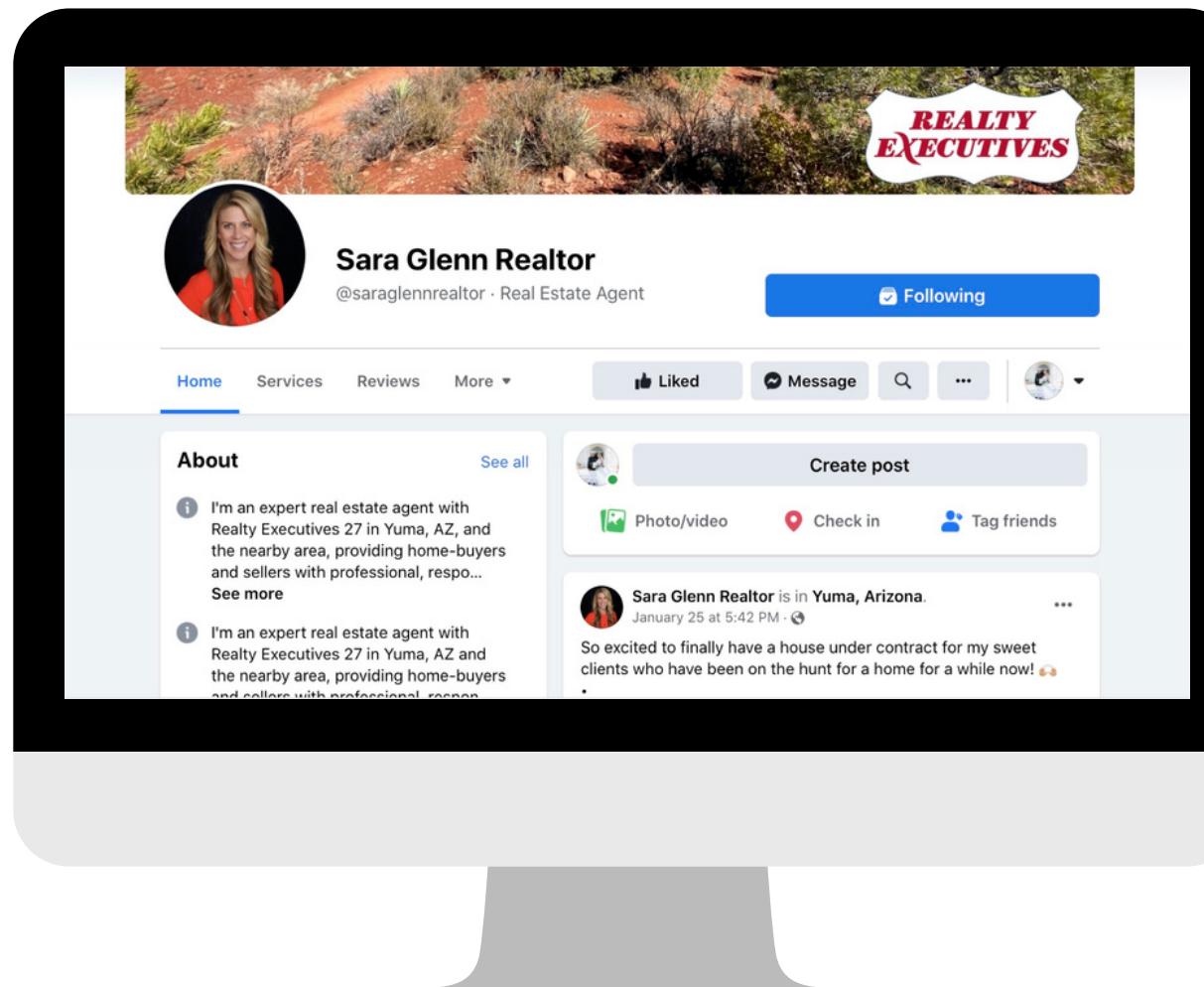
**About**  
39 Airport Circle Beaufort, SC 29907

Welcome to Beaufort Flight Training and Aircraft Rentals. Experience the Magic of Flight and decide if flying is for you then earn your Sport, Private... [See more](#)

75 people like this including 5 of your friends

**Book now**  
flybeaufort.com

**Create post**  
Photo/video Check in Tag friends



**Sara Glenn Realtor**  
@saraglennrealtor · Real Estate Agent

**About**  
I'm an expert real estate agent with Realty Executives 27 in Yuma, AZ, and the nearby area, providing home-buyers and sellers with professional, respo... [See more](#)

I'm an expert real estate agent with Realty Executives 27 in Yuma, AZ and the nearby area, providing home-buyers and sellers with professional, respo... [See more](#)

**Following**

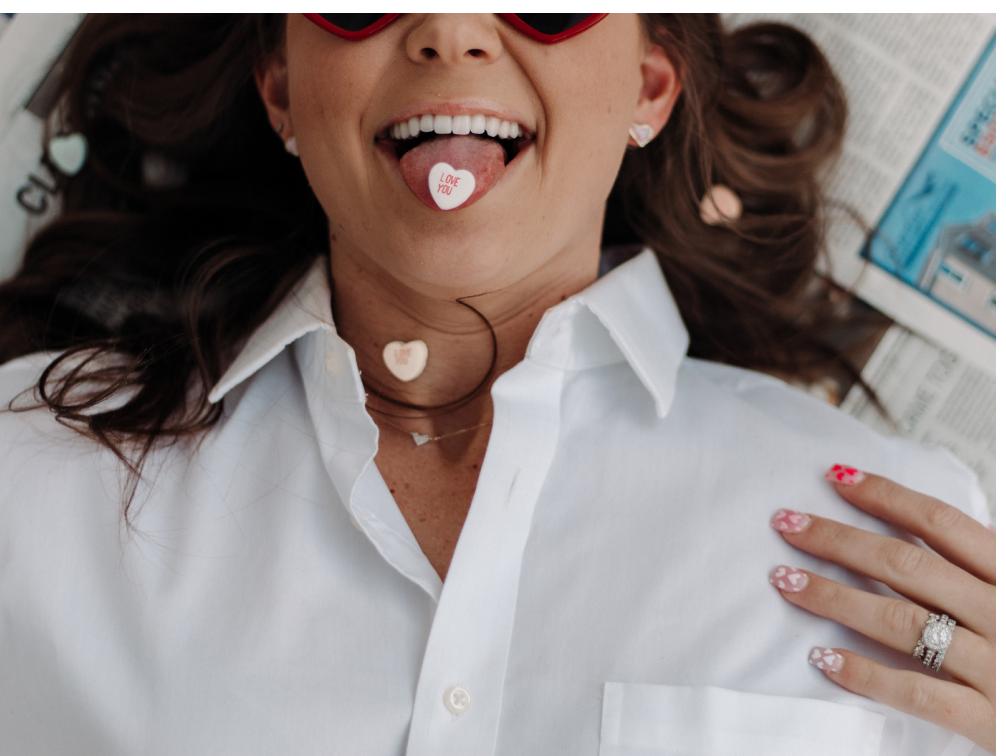
**Create post**  
Photo/video Check in Tag friends

Sara Glenn Realtor is in Yuma, Arizona. January 25 at 5:42 PM · [See more](#)

So excited to finally have a house under contract for my sweet clients who have been on the hunt for a home for a while now! [See more](#)

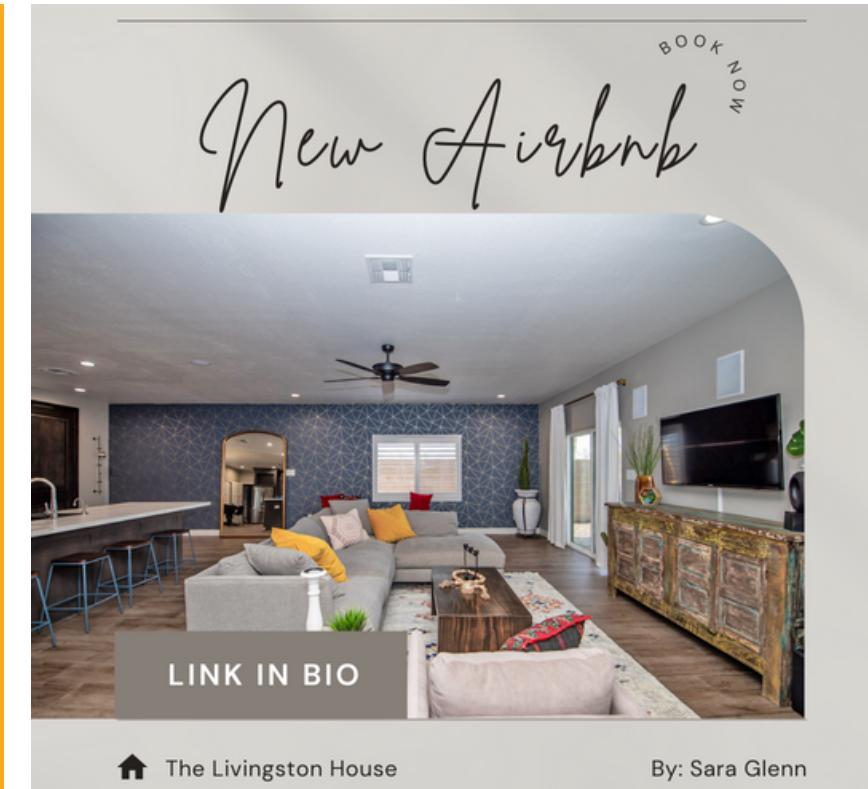
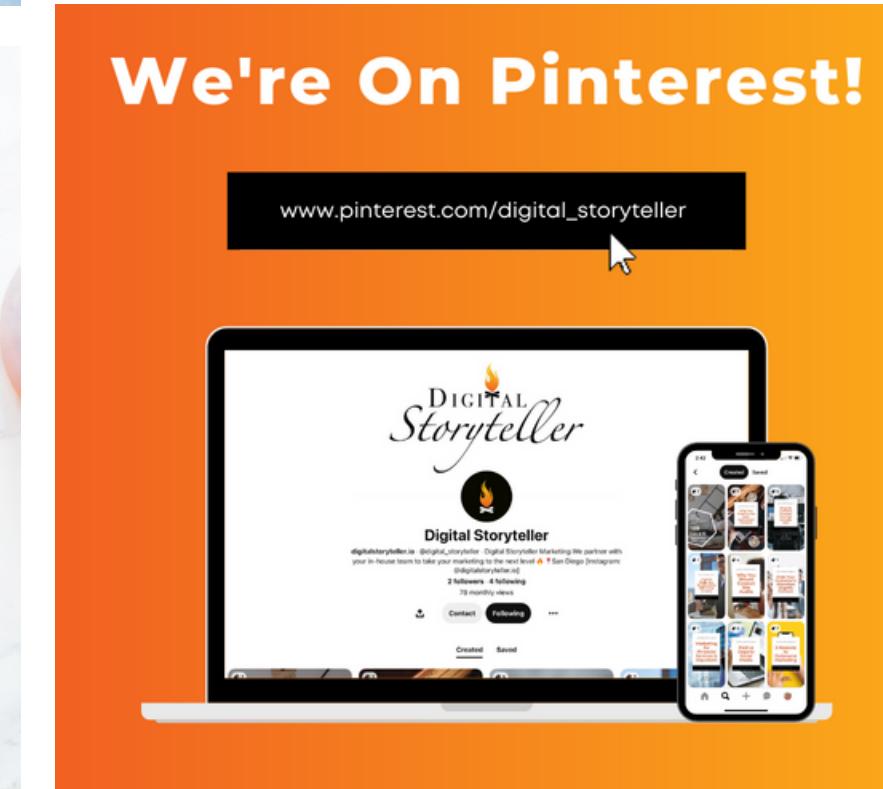


## My Work with Brands





My Work with Graphics

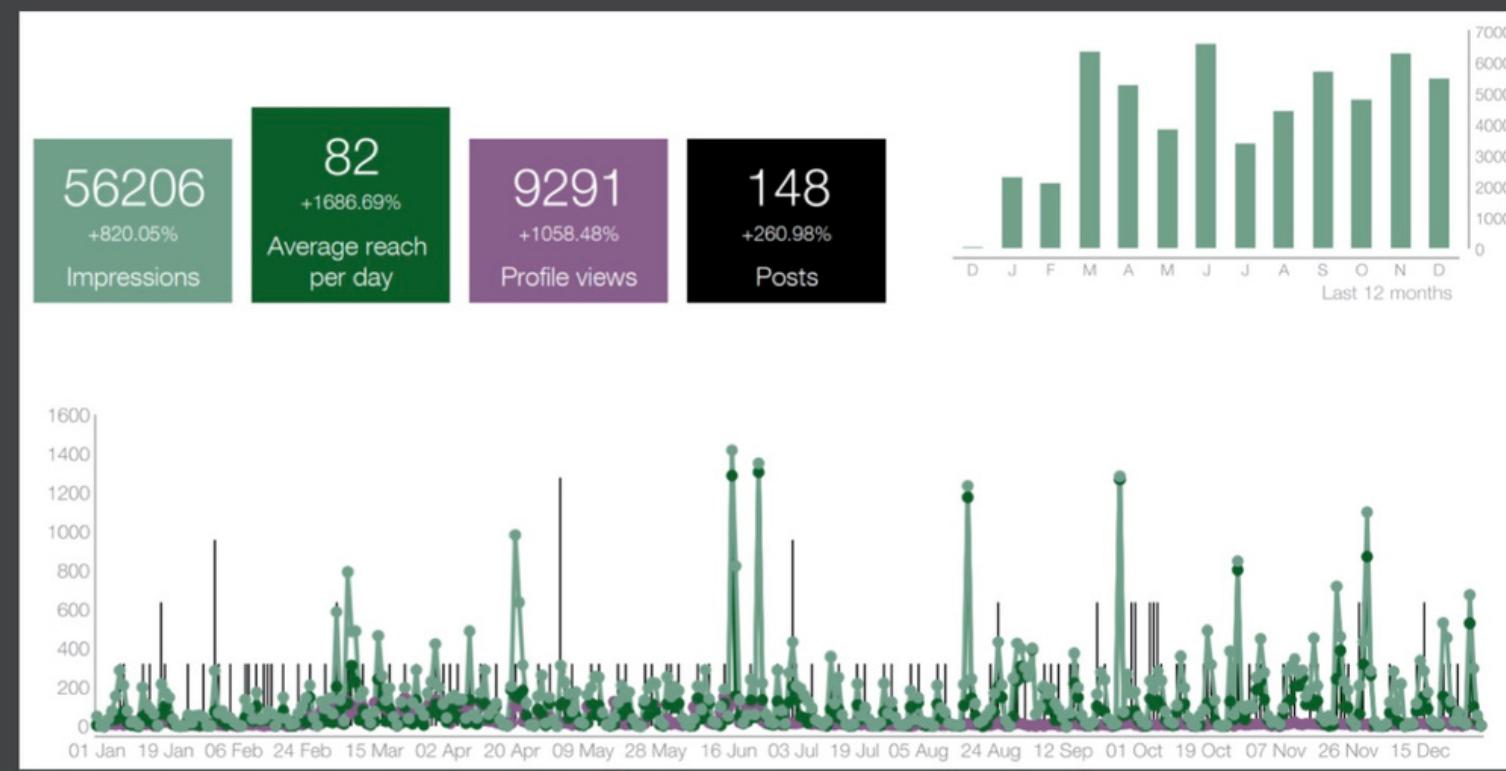




## Social Media Update: Instagram Reach

### Annual organic Instagram reach and growth for 2 clients

An impressive year on Instagram, with nearly 10,000 profile views and 56,206 impressions. Since IG released Reels we have included Reels in your monthly content. Every spike in impressions to the right resulted from sharing new Reels. We also learned that your audience particularly likes multi-photo carousel posts, so we adjusted and added more of them in Q4. We adjusted social posts month over month based on our analysis of historical post performance.

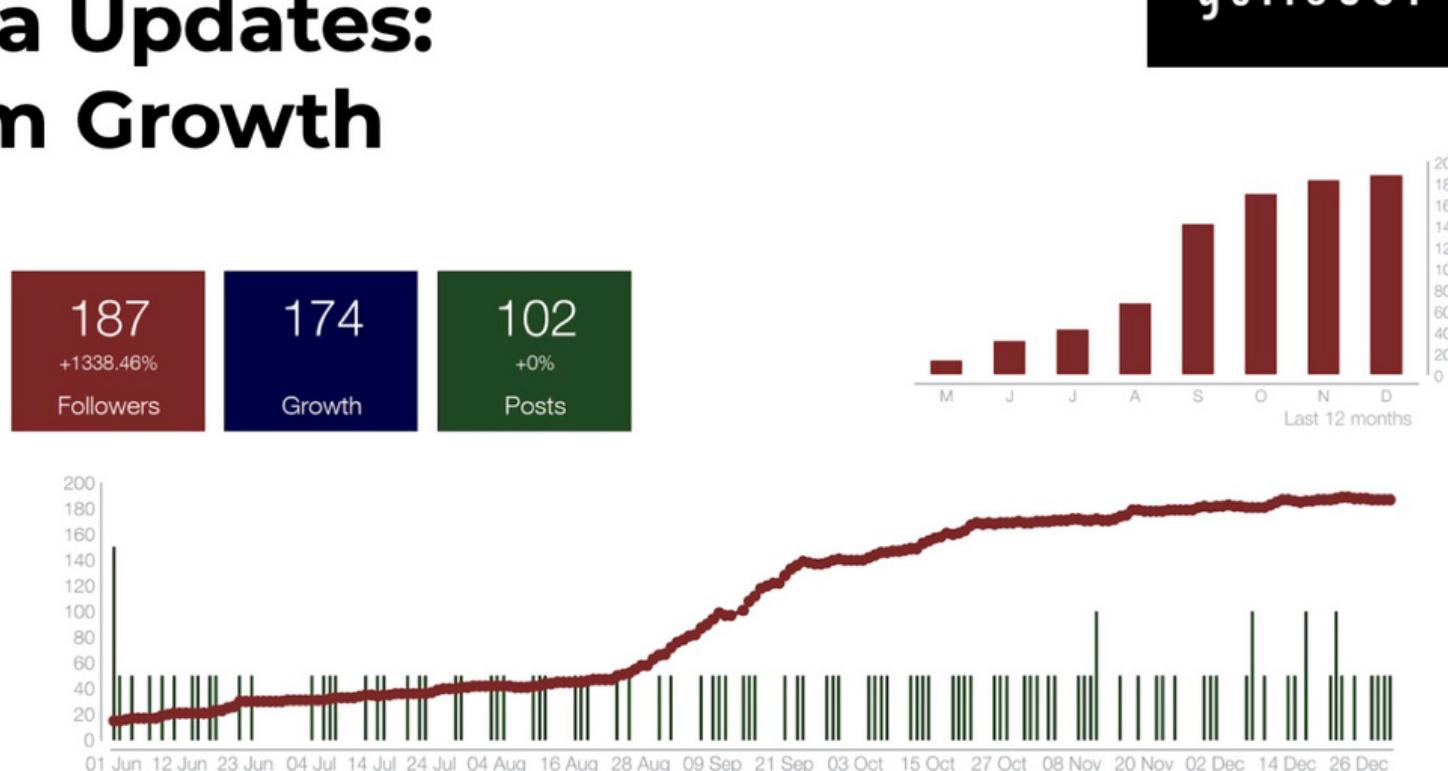


got1099?

## Social Media Updates: Instagram Growth

Since its establishment earlier this year your Instagram has seen strong follower growth. Just since May your account gained 174 followers and has 187 followers to date.

As is the case across all social channels, consistent and regular posting is key to maintaining regular engagement. As such, we shared 102 posts to your account.



# Social Media Updates: Instagram Impressions

Engagement growth has been significant throughout the year, particularly between May and July, which is when we first began posting Reels. Reels played a momentous role in the increase in impressions on your account.



# Annual organic Instagram engagement and social media traffic to the website

## Social Media Traffic:

The table to the right details the amount of traffic driven to your site via social media networks.

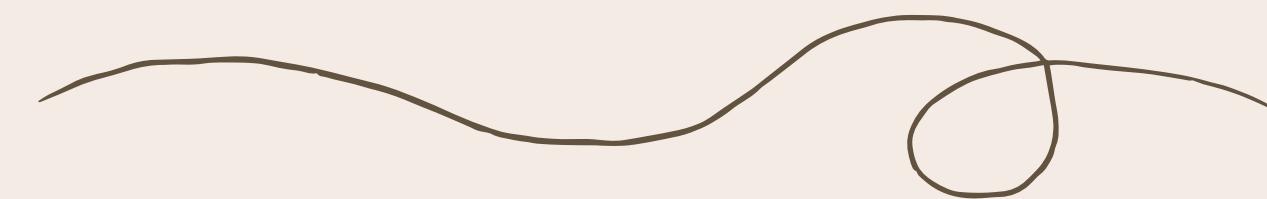
Social media and SEO work hand in hand via “social signals.” This involves social algorithms picking up on keywords and phrases used in captions and posts and targeting viewers based on their similar interests. While this is one form of traffic conversion, we see greatest success with direct link clicks through posts.

While maintaining a social media presence is necessary in the digital marketplace, it only enables your content to reach people that you’ve already connected with, either by them following you directly, or being targeted by social signals.

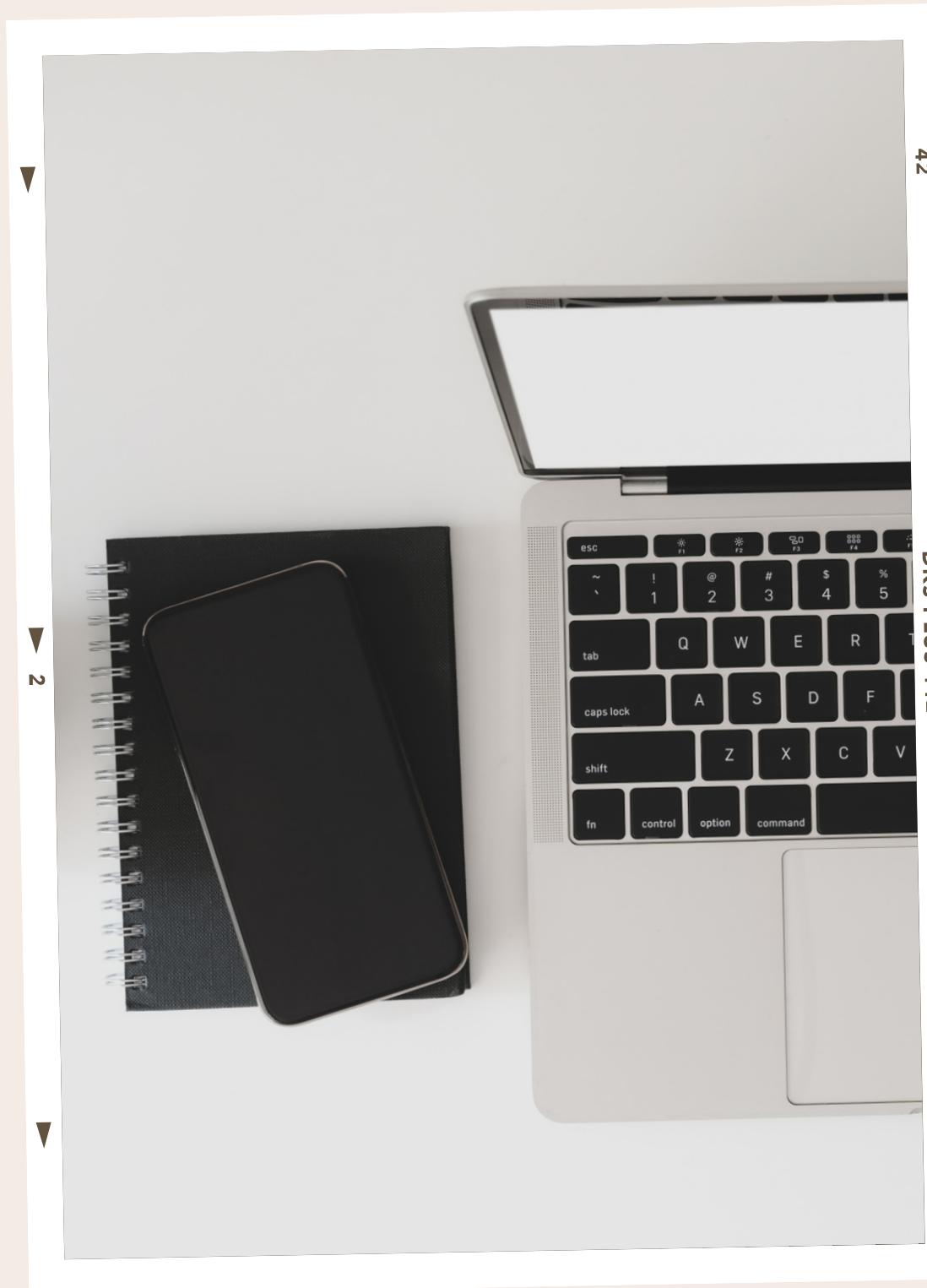
Social Network	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	791 % of Total: 10.22% (7,736)	767 % of Total: 9.94% (7,716)	986 % of Total: 9.63% (10,244)	79.11% Avg for View: 59.95% (31.96%)	1.55 Avg for View: 1.82 (-14.98%)	00:01:03 Avg for View: 00:01:13 (-13.55%)
1. Facebook	452 (56.43%)	441 (57.50%)	465 (47.16%)	90.75%	1.21	00:00:14
2. LinkedIn	293 (36.58%)	276 (35.98%)	418 (42.39%)	69.86%	1.83	00:01:37
3. Instagram Stories	22 (2.75%)	22 (2.87%)	22 (2.23%)	72.73%	1.55	00:00:35
4. Instagram	18 (2.25%)	17 (2.22%)	18 (1.83%)	72.22%	1.50	00:00:44
5. Pinterest	9 (1.12%)	6 (0.78%)	46 (4.67%)	54.35%	2.13	00:03:54
6. Twitter	3 (0.37%)	1 (0.13%)	13 (1.32%)	69.23%	2.54	00:03:04
7. Glassdoor	2 (0.25%)	2 (0.26%)	2 (0.20%)	100.00%	1.00	00:00:00
8. Quora	2 (0.25%)	2 (0.26%)	2 (0.20%)	50.00%	2.00	00:00:40

# “My Expertise

## FROM CREATION TO MANAGEMENT



- Social Media Strategy
- Profile Audit
- Keyword, Hashtag, & Competitor Research
- Profile Optimization
- Content Calendar Planning
- Social Media Advertising (Facebook, Instagram, LinkedIn)
- Basic Graphic Design Creation
- Community engagement





Get in touch with me



Email

Carolineclopresti@gmail.com

Phone

760-936-6555



# Caroline LoPresti

Alumni at the University of San Diego

## Professional Profile

- Experience in Google Analytics, Instagram, LinkedIn, Facebook, Twitter, Pinterest and Tik-Tok, email campaigns, PPC ads, and Facebook ads.
- Qualified in Pardot, Salesforce, WordPress, Lightroom, Asana, HubSpot, Teamwork, Metricool, Sprout Social, and Sked Social.
- Skilled in reporting performance metrics to management
- Self-motivated problem solver with strong time management skills

## Experience

### Digital Storyteller

January 2021-Present

### Social Media Manager

As a social media manager, I oversee seventeen clients' social accounts across Instagram, LinkedIn, Facebook, Twitter, and Pinterest and strategize their goals quarterly based on their KPIs.

- increasing exposure through social media by using marketing strategies to deliver the company message in creative ways.
- Analyzes data to determine the best initiatives each quarter for each client and capitalize on successful strategies.
- Final touchpoint for all social media content being published across all platforms.
- Collaborates with marketing leadership in the evolution of brand reputation.
- Strategize with the SEO department to best optimize social pages and content with ranking keywords.

### Digital Storyteller

October 2020-January 2021

### Social Media Specialist

- This role did not exist before me. I built out this position as a new role for the company.
- Created all social media graphics, video, and Instagram story content for 15 clients.
- Produced and edit Tok-tok/ IG Reels content.
- Responsible for community management and engagement / responding to DM's and comments.
- Repurposed blog content to use throughout the week.
- Expanded the social profiles and reach of the company and its brands.
- Excellent knowledge of Facebook, LinkedIn, Instagram, Google+, and other social media best practices.

### Digital Storyteller

June 2020-October 2020

### Content Specialist

As a Marketing Specialist, I have launched, tracked & reported on integrated marketing campaigns, utilizing multiple channels incl. email, direct mail, PPC ads, SEO, job boards, paid social & organic social.

- Responsible for building and filling in the content calendar with blogs, post captions, and infographics
- Created content for marketing collateral
- Built out and created email workflows for each client
- Managed client relationships and communication through bi-weekly check-ins and monthly strategy calls

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carolineclopresti@gmail.com



Yuma, AZ



## Education

BACHELOR OF BUSINESS  
Business Administration  
University of San Diego  
2014 – 2018

## Expertise

Attention to Detail  
Time Management  
Team Leadership  
Communication  
Social Media  
Self-Motivated  
People-Oriented  
Strategic Thinker  
Creative  
Flexible

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Strategic Thinker  
Creative  
Flexible

# Caroline LoPresti

Alumni at the University of San Diego

## Experience Continued

### AMN Healthcare

July 2019-June 2020

#### Marketing Project Specialist

As a Marketing Specialist, I have launched, tracked & reported on integrated marketing campaigns, utilizing multiple channels incl. email, direct mail, PPC ads, SEO, job boards, paid social & organic social.

- Pioneered integrated marketing campaign generating 19,145,000 in revenue.
- Orchestrated multilevel Year of the Nurse enterprise-wide initiative.
- Strategized to drive supply, activate databases, boost engagement, increase overall business revenue, and improve candidate experience
- Collaborates with leaders and channel partners to develop content for 6 diverse brand sites, landing pages, articles & emails.

### AMN Healthcare

November 2018-July 2019

#### Administrative Assistant

As an Administrative Assistant for one of AMN's department SVPs, I have strengthened my time management skills and learned how to prioritize tasks. I have optimized my ability to think strategically to give the team maximum visibility on metrics daily, weekly, and monthly.

- Manages SVP Calendar and scheduling.
- Produced reports, presentations, social media posts, email campaigns, contests, excel spreadsheets, charts, and pivot tables.
- Successfully planned and coordinated team activities and the annual leadership summit

### Creator/ Influencer

August 2018-present

#### Self-Made Creator

As a creator, I have welcomed a community of 82% women to interact with daily through Instagram and share my favorite fashionable finds, life adventures, and recommendations

- Currently have a community of 7,313 engaged followers
- Analyze blog's effectiveness using Google Analytics.
- Creates blog postings monthly and social media postings daily.
- Formulates blog posts and photo content, grew social media platforms up by 4.2k following in 6 months.
- Build social graphics to share and link items weekly on Like.to.know
- Builds new relationships with other influencers

### Abercrombie & Fitch

November 2017-October 2018

#### Assistant Manager

As an Assistant Manager at a fast-paced store, I have learned the benefits of having continuous organization and time management skills. It has strengthened my ability to handle high-stress situations and get the job done both efficiently and effectively.

- Responsible for maintaining the schedule and implementing daily tasks at hand as well as maintaining all visual layouts throughout the store.