

CAROLINE GERMANO

CREATIVE . TRILINGUAL
SKILLFUL . AUTONOMOUS

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<http://carolinegermano.com>



SKILLS

SOFTWARES

- Photoshop
- InDesign
- Illustrator
- Premiere Pro
- Salesforce
- Mailchimp
- Google Ad Words
- Office Suite
- Wordpress
- Hootsuite
- Falcon
- Google Analytics

LANGUAGES

- French
- Italian
- English

SOCIAL MEDIA

- Facebook
- YouTube
- Twitter
- Instagram
- Pinterest
- LinkedIn

WORKING EXPERIENCE

Senior Social Media Marketing Specialist | TTEC

February 2019 - Today. Englewood, Colorado, USA

- Executing social media strategy and campaigns.
- Measuring channel growth and performance. Developing scalable ways to use data and metrics to drive growth.
- Building brand awareness by ensuring a consistent and positive social media presence for the company.
- Developing innovative content that promote the brand.
- Support talent acquisition and establish the employer brand.
- Working with cross-functional teams to ensure maximum ROI for advertising messaging and online campaigns through our social platforms.
- Daily monitoring social and digital media presence.
- Keeping up with emerging web and social technologies.
- Coordinating a remote team.

Digital Marketing Assistant | Team Vivi Real Estate

June 2018 - February 2019. Denver, Colorado, USA

- Developing the strategy for the Communities on social media.
- Updating, monitoring and optimizing the website
- Reporting on key metrics for all digital activities
- Proficiency in Facebook Business Manager, Facebook Pixel, Instagram, Twitter, LinkedIn, Google Analytics, Pinterest, YouTube, Mailchimp, Adobe Suite, Social Report, Hootsuite, WordPress, Zillow
- Coordinating and planning events

B2B Marketing Coordinator | ATS Développement

2016 - 2017. Lyon, France

- Implementation of a Social Media strategy
- Training courses for sales prospecting on LinkedIn
- Creation and implementation of internal and external communications tools
- Strategic monitoring and benchmarking

EDUCATION

Master's degree in International Marketing | Université Jean Moulin Lyon 3

2014 - 2016. Lyon, France

- Graphic Design
- Creation of a website (HTML)
- Marketing plans
- Planning of two events
- Social Media management

Degree in Languages - English and Italian - Communications and Marketing speciality | Uni- versité Jean Moulin Lyon 3

2011 - 2014. Lyon, France