



GIORGIA ESPOSITO

SOCIAL AND DIGITAL MEDIA MARKETING MANAGER

☎ +39 334 1594140

✉ info@giorgiaesposito.com

📍 Currently based in the Sorrento Peninsula and working globally.

PROFILE

Social and digital marketing strategist with experience in brand strategy, content, social media, SEO, and growth marketing. Helps businesses strengthen their positioning, clarify their messaging, and build an online presence that drives visibility, engagement, and conversion. Known for combining strategic thinking with execution, with results including 3x audience growth and 200%+ engagement increases across competitive markets.

SKILLS

MARKETING & STRATEGY

- Brand positioning & messaging
- Marketing strategy (full-funnel)
- Content strategy & planning
- Digital growth & audience development
- Campaign strategy & execution

PERFORMANCE & ANALYTICS

- Paid advertising (Meta Ads, Google Ads)
- SEO & search optimization
- Conversion optimization (CRO)
- Data analysis & KPI reporting
- A/B testing & performance optimization

CONTENT & CREATIVE

- Content creation (copy, visuals, video)
- Social media management
- Visual communication & brand identity
- Creative direction

TOOLS & PLATFORMS

- Google Ads, Google Analytics
- Figma, Canva, Adobe Illustrator, CapCut
- Notion / Asana / Monday.com
- Slack, Google Workspace, Microsoft Office
- Miro, Brand24

LANGUAGES

- English (Fluent)
- Italian (Fluent)
- French (Basics)
- German (Intermediate)
- Spanish (Basics)

WORK EXPERIENCE

Marketing Manager & Advertising Specialist

Freelance

Svethia SRL | Nov 2025 - Mar 2026

- Managed the company's marketing activities, overseeing strategy, campaign execution, and digital communication across key channels.
- Designed, launched, and optimized paid advertising campaigns on Meta and Google Ads, focusing on performance, audience targeting, and brand visibility.
- Built and executed the company's social media strategy, including content direction, editorial planning, and platform management.
- Created and coordinated marketing content to support brand awareness, engagement, and campaign objectives.
- Ensured alignment between paid media, organic content, and overall brand positioning.
- Tracked campaign and channel performance, using insights and analytics to refine strategy and improve results.
- Contributed to the company's digital growth by strengthening its online presence through consistent, data-informed marketing activity.

Co-Founder & Marketing Manager

Freelance

TheBoars Agency | Aug 2024 - Present

- Co-founded and manage a digital agency focused on integrated marketing and web development.
- Lead client strategy across brand positioning, SEO, content, social media, and paid advertising.
- Develop tailored marketing approaches designed to strengthen brand presence, improve performance, and support business growth.
- Oversee execution across channels, ensuring consistency between messaging, content, and campaign strategy.
- Use data and performance insights to refine marketing direction and deliver measurable results.



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WORK EXPERIENCE

Social Media & Marketing Manager

Freelance

Klink Finance | Dec 2024 - Apr 2025

- Managed marketing strategy and brand communication across digital channels, maintaining consistency in positioning, messaging, and visual identity.
- Developed and executed social media and content strategies to improve brand visibility, engagement, and audience development.
- Created digital content and promotional assets aligned with campaign objectives and overall brand direction.
- Supported strategic fintech partnerships through co-marketing initiatives, co-branded campaigns, and influencer collaborations.
- Tracked KPIs and campaign results, applying analytics and A/B testing to refine strategy and improve performance.
- Strengthened community engagement through email marketing, AMAs, and audience-focused digital initiatives.

Digital Marketing & Social Media Manager

Freelance

Giorgia Esposito | Jan 2017 - Present

- Support businesses in building stronger digital presence through strategy, content, and performance-driven marketing.
- Work across brand positioning, social media, content, SEO, and growth marketing to improve visibility, engagement, and conversion.
- Develop and execute full-funnel marketing strategies aligned with business goals and audience needs.
- Manage multi-platform social media (LinkedIn, Instagram, TikTok, X), including content planning, messaging, and performance optimization.
- Create marketing content (copy, visuals, video assets) designed to support brand awareness and campaign performance.
- Plan and execute campaigns across organic and paid channels, including partnerships and co-marketing initiatives.
- Analyze performance through KPIs, reporting, and A/B testing to continuously improve results.
- Experience includes work with startups, service-based businesses, digital brands, and fintech companies.

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WORK EXPERIENCE

Social Media Manager

Freelance

Zeus Marketing | Sep 2017 - Nov 2020

- Managed social media and digital content for client accounts, ensuring consistency in brand identity, visual direction, and messaging.
- Supported the planning and execution of marketing campaigns across digital channels.
- Created and edited visual and written content, including copywriting, blog articles, and campaign materials.
- Coordinated content production, including photography selection and post-production, to align visuals with brand communication.
- Ensured quality and consistency across all marketing assets, maintaining a cohesive brand presence.
- Contributed to campaign performance through content optimization and attention to audience engagement.

EDUCATION

Master in Advertising Photography

ILAS, Italy | 2015 - 2016

Diploma in Photography

ISFCI, Italy | 2013 - 2016

CERTIFICATIONS

- Google Project Management Professional Certificate
- Meta Certified Digital Marketing Associate (Meta Blueprint)
- Digital & Data-Driven Marketing - IDM
- SEO & SEM - Ninja Business School
- UX Design Professional Certificate - Google