



Georgia Esposito

GIORGIA ESPOSITO

Social and Digital Media Marketing Manager

PERSONAL PROFILE

Digital marketing professional with 8+ years in Web2 and 4+ years in Web3, specializing in blockchain, DeFi, and finance. Expertise in content creation, influencer partnerships, social media strategies, and community-driven marketing to drive engagement and growth. Proven ability to craft high-impact campaigns that resonate in both traditional and decentralized ecosystems. Open to collaborations on innovative projects. Let's connect!

RECENT WORK EXPERIENCE

SOCIAL MEDIA AND MARKETING MANAGER

Klink Finance | Dec 2024 - April 2025

Freelance

- Marketing Strategy & Brand Management – Developed and executed marketing strategies aligned with business goals, maintaining brand identity, messaging, and visual consistency.
- Content Creation & Partnerships – Produced engaging content across digital platforms, managed promotional materials, and built strategic fintech partnerships through co-branded campaigns and influencer collaborations.
- Data-Driven Optimization & Community Engagement – Analyzed KPIs, conducted A/B testing to optimize campaigns, and enhanced engagement through email marketing, AMAs, and community-driven initiatives.

CO-FOUNDER AND MARKETING MANAGER

theBoars | Aug 2024 - Present

- Co-founder and Marketing Manager at TheBoars, a digital agency specializing in integrated marketing and web development.
- Leading the development of branding strategies, SEO, content marketing, social media management, and paid advertising to establish a strong market presence.
- Utilizing data-driven insights to craft tailored marketing approaches, laying the foundation for future client success and sustainable growth.

COMMUNITY LEAD

Dirty Sockers | Nov 2023 - Jun 2024

Freelance

- Defined the community's purpose, developed clear guidelines, and fostered a welcoming environment.
- Implemented growth strategies to attract new members and maintained a user-friendly server structure.
- Organized and facilitated events, discussions, and Q&A sessions to encourage member interaction.
- Ensured community safety through active moderation.
- Provided support to members by addressing questions, concerns, and suggestions.

CONTACT

+39 3341594140
info@giorgiaesposito.com
www.giorgiaesposito.com
github.com/EspositoGiorgia

SKILLS

PROJECT MANAGEMENT

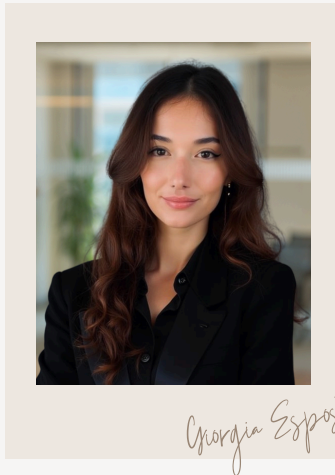
Monday.com
Slack
Gsuite
Asana
Microsoft Office
GitHub

CONTENT CREATION

Figma
Canva
Adobe Illustrator
Capcut
SASS

DIGITAL MARKETING

Google Ads
Google Analytics
Brand24
Miro
Mailchimp



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Mailchimp

SOCIAL MEDIA AND MARKETING MANAGER

Valarok | Dec 2023 - Dec 2024

Freelance

- Developed and executed a data-driven Twitter strategy aligned with marketing goals, incorporating SEO and technical SEO to enhance visibility and engagement.
- Created and managed engaging content, including text, images, GIFs, and videos, while optimizing tweets for reach, trends, and audience relevance.
- Implemented growth strategies to expand Valarok's community, monitored key performance metrics, and leveraged insights to refine social media and SEO tactics.

SOCIAL AND DIGITAL MEDIA MARKETING MANAGER

Rocky Planet | Feb 2022 - Feb 23

Freelance

- Developed and executed targeted social media strategies for Twitter and Discord, driving audience engagement, brand visibility, and successful sales conversions.
- Hosted Twitter Spaces, organized programming events, and led promotional campaigns, directly contributing to the sell-out of an NFT collection within 24 hours.
- Analyzed key performance metrics, optimized content and engagement tactics, and collaborated with the development team to ensure consistent brand messaging and campaign success.

EDUCATION

MASTER IN ADVERTISING PHOTOGRAPHY

ILAS, Italy

2015 - 2016

HIGHER INSTITUTE OF PHOTOGRAPHY DIPLOMA

ISFCI, Italy

2013 - 2016

LINGUISTIC HIGH SCHOOL DIPLOMA

Publio Virgilio Maroni, Italy

2011 - 2013

CERTIFICATIONS

Google Project Management Specialization

Meta Blueprints

Certificate in Digital and Data Driven Marketing – IDM

Professional Certificate in Social Media – IDM

Certificate in Graphic Design – ILAS

Master in SEO & SEM – Ninja Business School

UX Design Professional Certificate - Google

Master in Growth Marketing – Ninja Business School

Digital Marketing and E-commerce – Google