

# Melanie Ficcaglia

## CONTACT

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www.melanieficcaglia.com

## SKILLS

Paid Social Advertising  
(Facebook/Instagram, TikTok,  
Pinterest, Twitter; monthly  
budgets \$100K).

Adobe Suite (Photoshop,  
InDesign, Illustrator)

Social Media  
Scheduling/Listening Tools  
(Hootsuite, SproutSocial,  
Sprinklr)

Email Marketing Platforms  
(iContact, Constant Contact,  
Mail Chimp)

Google Ad Words

Marketing Analytics (Google  
Analytics, Adobe Omniture)

Website Platforms (Wix,  
WordPress, Squarespace)

Video Editing (Final Cut,  
iMovie)

Public speaking/leadership

Blog Writing/Editing

Photography

Customer Service

## EDUCATION

Bachelor of Arts in Mass  
Communications, focus in  
Journalism, minor in  
English Writing

Loyola University New Orleans

## ACCOLADES

Voted 2014's "Best Magazine  
Writer" by the Southeast  
Journalism Conference

## PROFESSIONAL EXPERIENCE

### **Paid Social Media Manager | *Mavrck/Later***

Remote Employee | 2024 - Present

- Manage paid social campaigns within Meta's Ad Manager and TikTok Spark Ads.

### **Influencer Marketing Manager | *Mavrck/Later***

Remote Employee | 2021 - 2024

- Managed influencer social media marketing campaigns for a variety of brands, including **Disney, PayPal, Walgreens, NARS, Revlon, Juicy Couture, DraftKings**, and many more.
- Responsible for all aspects of an influencer campaign, including sourcing influencers, managing budgets, negotiating contracts, agent/manager/influencer communications, creative direction, content creation, and reporting on performance after each campaign.
- Activated influencers across TikTok, Instagram, Facebook, YouTube, Pinterest, and Twitter.
- Managed paid social campaigns within Meta's Ad Manager and TikTok Spark Ads.

### **Influencer Marketing Manager | *Influence Central***

Remote Employee | 2020 - 2021

- Oversaw and managed the success of influencer social media marketing campaigns on all fronts for brands including **Invisalign, Reebok, Walmart**, and many more.
- Served as day-to-day contact for 15-20 clients at any time.
- Managed all paid social efforts at Influence Central.

### **Paid Social Media Manager | *Contractor***

Remote | 2017 - 2020

- Created and executed paid social campaigns across Facebook, Instagram, TikTok, Twitter, and Pinterest for a variety of brands.
- Brands managed include, but not limited to, **The Bill & Melinda Gates Foundation, The MIT Alumni Association, Immunocologie Skincare, Fur Personal Grooming Products**, and **Andre Assous Shoes**.
- Monitored and reported on all campaign results for a variety of objectives.
- Managed monthly budgets between \$10K - \$100K.

### **Organic Social Media Manager | *Contractor***

Remote | 2017 - 2020

- Created content and managed the social media presence and strategy across Instagram, Facebook, Twitter, and Pinterest for a variety of brands.
- Brands managed include, but not limited to, **The MIT Alumni Association, Thomson Safaris, Thomson Family Adventures**, and **Graphique de France**.
- Developed/maintained social media content calendars.
- Utilized social monitoring/scheduling tools to plan content and optimize results.

### **Social Media/Digital Marketing Coordinator | *Boden Clothing***

Boston, MA | 2016 - 2017

- Responsible for Boden's social media presence for the U.S. customer, as well as all social media advertising through Facebook, Instagram and Pinterest (for acquisition and retention campaigns).
- Acted as project manager for social media influencer campaigns: managed contracts, seeded products, supervised brand messaging, and delivered campaign – all aspects from conception to execution.
- Facilitated relationship between Boden's digital media buying agency and other third-party partners.
- Created digital display banners and social media content (within Adobe Photoshop) for performance, retargeting, and affiliate marketing campaigns.