

# Catherine Trestini

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## SUMMARY

Strategic marketing and communications manager with 10+ years of experience in paid media planning and social media management. Launched 150+ campaigns across 25+ industries with \$1M–\$6M budgets. Strong relationship builder who leads high-performing teams and collaborates with clients, partners, and vendors to drive results.

Core Competencies: Account Management, Ad Ops, Brand Development, Content Marketing, Cross-Functional Collaboration, Data Analysis, Digital Marketing, Media Strategy, Paid Media Ads, Social Media Management

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## SKILLS

**Content Platforms:** Buffer, CoSchedule, Gain, Hootsuite, HubSpot, Later, Notion, Publer, Sprinklr, Sprout Social  
**Media Activations:** Audio, Custom, Display/Native, Influencer, Programmatic, Search, Social, Traditional, Video  
**Media Platforms:** Brandwatch, IQVIA, Kantar, Nielsen, Vivvix, MediaOcean (Prisma), Meta Ads Manager  
**Reporting Tools:** Agency Analytics, Google (Ads, GA4, Looker Studio), HubSpot, Pardot, PowerBI, Sprout Social  
**Project Management:** Asana, ClickUp, Dropbox, Harvest, Monday, Slack, Smartsheet, Wrike, Workfront, Zapier  
**Software & Tools:** AI (ChatGPT, Grammarly), Canva, Google Workspace, Microsoft Office (Excel, Teams), Zoom

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## CAREER HIGHLIGHTS

- Promoted to Manager role, driving 15+ clients' success and supervising six direct reports across two teams.
- Exceeded UHC's social and search KPIs, resulting in 50% campaign improvement across CPMs and CTRs.
- Executed a \$1MM media budget to launch over 100+ live campaigns each month for a Fortune 500 client.
- Select Partners: TRG, Publicis (Spark), 22Squared, IPG (Hill Holiday), We Are Rosie
- Select Clients: Home Depot, Firehouse Subs, United Healthcare, Bristol Myers Squibb, Campbell's, Dunkin

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## RECENT WORK EXPERIENCE

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### Social Media Manager

Jan 2007 – Present

*Freelance, Atlanta, Georgia (Remote)*

1099 & W2 Employee: 40 hours per week

Project-based concurrent work for marketing agencies, SMBs, and Fortune 500 companies.

- Leads organic and paid marketing projects, writes creative briefs, and supervises staff and contractors.
- Rescues underperforming ad campaigns, puts out fires, and builds agency relationships with client teams.
- Select Partners: Flapjack Agency, Wagner Agency, Dotdash (IAC, formerly About.com), CTS Agency
- Select Clients: Really Good Stuff, Bella Collina, The Spruce, Orlando United Assistance Center
- Example: RGS BTS organic social media campaign got 2mm+ site visits, 3k+ entries & an 11% CR.

### Manager, Paid Media and Social Media

Mar 2021– Present

*Inbound Back Office, Philadelphia, Pennsylvania (Remote)*

W2 Employee: 30-40 hours per week

IBO is a small business that provides marketing, HubSpot, and staffing solutions for white-labeled clients.

- Supervises six direct reports on two teams, improving client success and reducing turnaround time by 50%.
- Develops organic and paid marketing strategies, delivers fast ad-hoc work, retains clients for 2-4 years.
- Select Clients: White-labeled, private clients in industries like Finance, Law, Public Safety, Retail, and Tech

**Associate Director, Media Strategy and Paid Strategist**

Jan 2023 – Mar 2024

*TRG Agency, Dallas, Texas (Remote)*

1099 Contractor: 20-30 hours per week

TRG is a branding and full-service advertising agency offering advertising, marketing, and interactive solutions.

- Led and presented integrated media plans across six activations, increasing ROI by 25% on five accounts.
- Launched \$1-6M Paid Social media buys on Meta (Facebook/Instagram) via Sprinklr compliance software.
- Select Clients: Colmet, Firehouse Subs, 12th Man Foundation, Credit One Bank, UC Health

**Paid Social Media Manager**

Oct 2022 – Sep 2023

*Mindsailing, Minneapolis, Minnesota (Remote)*

W2 Employee: 40 hours per week

Mindsailing is an independent, full-service marketing agency that helps brands with innovation strategies.

- Wrote data-based POVs on changing social media policies (i.e. Twitter/X) for B2B policy stakeholders.
- Developed digital and traditional paid media plans and restructured campaigns with A/B tests, slashing CPMs in half and improving CTR by 50% across social and search MoM for B2B Medicare campaigns.
- Launched ads on Google, Meta (Facebook/Instagram), Twitter/X, LinkedIn, and YouTube.
- Select Clients: United Healthcare (B2B), Minnesota Department of Natural Resources (DNR; B2C)

**Sr. Paid Social Media Specialist**

Jun 2021 – Oct 2022

*Butler/Till, New York, New York (Remote)*

W2 Employee: 40 hours per week

Butler/Till is a results-driven marketing agency specializing in media for healthcare and pharmaceutical clients.

- Launched 60+ campaigns approved by legal for three highly regulated pharmaceutical brands (\$2-6mm).
- Utilized compliance software like Sprinklr and Workfront to properly launch approved legal assets.
- Top 10% in first performance review; Contributed to 8+ emerging social media POVs, mentored juniors.
- Managed 8+ vendor relationships with 1st/3p partners like Meta, Snap, and Swoop and provided pacing.
- Select Clients: Amgen, Bristol Myers Squibb (B2C, D2C)

**Media Planner and Media Buyer**

Jan 2018 – Jan 2021

*We Are Rosie, Atlanta, Georgia (Remote)*

W2 Employee: 40 hours per week

We Are Rosie is a staffing agency that places marketers on high-caliber media projects for Fortune 500 clients.

- Executed \$1MM+ media budgets to launch over 100+ live campaigns each month for Fortune 500 clients.
- Select Partners: Publicis, 22 Squared, Hill Holiday
- Select Clients: Campbell's Soup (19 brands; Pace, Spaghettios, Goldfish), Southeast Toyota, Dunkin'
- Result: Contributed to award-winning viral Goldfish "Go for the Handful" campaign on TikTok & Meta.

## PRIOR RELEVANT WORK EXPERIENCE

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**Social Media Manager**

Jan 2018 – Jan 2019

*Wagner Agency, Orlando, Florida (Remote)*

1099 Contractor: 20-40 hours per week

- Launched annual social media campaigns like #SeacoastCares' Making Strides Against Breast Cancer and Bella Collina's marketing initiatives (Golf/Siena Hotel campaigns) for finance, hospitality and IT
- Directed and executed content marketing plan (via Wrike) resulting in SEO-driven launch of 288 blogs
- Clients: Bella Collina (B2C), Joon (B2B), Seacoast Bank (B2C), Wagner Agency (B2C/B2B)

**Editor**

Jan 2017 – Jan 2018

*DotDash (prev About.com), New York, New York (Remote)*

W2 Contractor: 20-40 hours per week

- Editor and Contributing Writer. Contributed to reorganization and Search Engine Optimization (SEO) of About.com's old web content into Dotdash's six new media brands (using Grammarly & Google Docs)
- Dotdash was awarded Publisher of the Year at Digiday's 2018 Publishing Awards
- Brands/Verticals: The Balance, Lifewire, The Spruce, ThoughtCo, TripSavvy, Very Well (B2C)

**Content Strategist**

Jan 2016 – Jan 2018

*CTS Agency, Orlando, Florida (Remote/Hybrid)*

1099 Contractor: 20-40 hours per week

- Developed content strategy to raise awareness for "Together" campaign on the ongoing mental health impact of Orlando Pulse tragedy affecting Hispanic, Latinx & LGBTQ community for non-profit OUAC
- Social media account manager across 5+ platforms and co-producer of Facebook Live scripts/video
- Clients: Change Everything, Julie Andresen, Orlando United Assistance Center, Rethink Homelessness

**Senior Social Media Manager**

Jan 2016 – Jan 2018

*Marketing Nutz, St. Cloud, Florida (Hybrid)*

W2 Employee: 40 hours per week

- Developed and published strategic social media campaigns for Fortune 100 enterprise clients
- Monitored/QA'd B2B/B2C social media accounts and followed Social Media Response Plan/Policy
- Led weekly Twitter chat #GetRealChat, to increase engagement and routed customer support inquiries
- Clients: Adobe, Aruba Networks, Hewlett-Packard Enterprise, HostGator, Pinot's Palette

**Social Media Community Manager**

Jan 2014 – Jan 2016

*Kore.ai, Orlando, Florida (Hybrid)*

W2 Employee: 40 hours per week

- Created/managed social media policy and community strategy for enterprise platforms and employees
- Identified enterprise messaging influencers via social media listening tools (BrandWatch, TweetDeck)
- Monitored keywords, trends and data in Hootsuite and Google Alerts for competitive intelligence
- Built Pardot/Salesforce Google Data and email campaigns for customer feedback and user acquisition

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**EDUCATION**

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**BA, Comparative Literature and Visual Art, Rutgers University, New Brunswick, NJ (On-site)**

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**CERTIFICATIONS**

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Google Analytics, HubSpot, LinkedIn, Reddit, Snapchat, Sprinklr, StackAdapt, Walmart Connect