



# Daphne Ciccarelle

Brand, Content & Creator Marketing

## EXPERIENCE

### Bilt | NYC

Content Producer

Dec 2024- Current

- Produced 200+ performance-driven paid social videos (UGC-style) from concept through post-production, developing platform-native creative for TikTok, Instagram, and YouTube. Owned scripting, shooting (mobile-first), editing, and versioning, with a focus on strong hooks, rapid A/B iterations, and conversion-focused storytelling informed by performance data.
- Led end-to-end creative development for product launches and campaign moments, including ideation, scriptwriting, casting, styling, directing, and editing social-first skits and ad concepts aligned to consumer marketing objectives. Contributed to early concept development and active on-set production for viral branded series Roomies with over 300K followers, 10M+ views, supporting narrative-driven social entertainment.
- Partnered cross-functionally with Growth, Content, and Influencer talent to materialize new creative briefs, iterate on top-performing ads, and scale whitelisting/dark-post assets. Recognized by creators for accurately emulating their voice and content style, strengthening authenticity and paid performance.
- Supported organic and paid social go-to-market content plans for high-visibility campaigns featuring celebrity and top-tier talent including A\$AP Rocky, A-Rod, J Balvin, Leslie Jones, and others, coordinating content production, platform formatting, and launch deliverables across brand initiatives.

### Bad Behavior, Windmill | NYC

Freelance Social & Influencer Manager

Mar 2024- Aug 2024

- Pitched and executed social media campaigns for major music artists with Bad Behavior. Led creator sourcing, contract negotiations, content review cycles, campaign launches, and post-campaign performance reporting for both Bad Behavior and Windmill.
- Developed platform-native organic and paid content, and launched Windmill's first TikTok Shop LIVE series as on-camera talent, shaping live commerce strategy while driving product storytelling and campaign integration.

### Songfinch | NYC, Chicago

Social Marketing Manager

June 2023- July 2024

Community Manager

Apr 2023- June 2023

- Owned social and influencer marketing strategy across Instagram, TikTok, Facebook, LinkedIn, and YouTube, partnering with 50+ artists and creators to co-lead campaigns (including Coca-Cola Coke Studio) that drove 120M+ impressions and \$150K+ revenue in Q1 '24.
- Led launch of a customer-first Holiday Campaign aligned to new brand strategy, driving 50K+ purchases from organic and paid social through UGC, in-house creative, influencer partnerships, and collaborations with brands like Hello Sunshine.
- Scaled community and content performance across all social platforms, growing audiences by 50K followers and increasing engagement by ~10M monthly, while developing original video concepts and producing multi-platform content through Songfinch's in-house studio.

### Squarespace | NYC

Brand & Creator Experiences Lead, Bio Sites

Oct 2022- Mar 2023

- Built the framework for an Influencer Ambassador Program, testing the program with two international creators generating more than 1K new Instagram followers, and over 9K combined Instagram and TikTok impressions in just one week.
- Prepared a campaigns and initiatives calendar for the 2023 year including a detailed breakdown of the \$1M budget and project proposal for each activation.
- Developed new creator and agency partnerships that met at the intersection of creator and experiential marketing to prepare for the launch of the Bio Sites standalone web editor campaign.

### nate | NYC

Brand Marketing Manager: Social and Experience

May 2022- Sept 2022

Experiential Brand Marketing Associate

Oct 2021- May 2022

Community Engagement Associate

March 2021- Oct 2021

- Led integrated cultural and creator-driven campaigns including #natetruecolors Pride and Gift Express Holiday pop-up, driving 2,480 new users, 2,000+ attendees, 1.8M impressions, and 2,160 downloads through influencer, paid, OOH, experiential, and guerrilla marketing.
- Produced high-impact experiential and media partnership events with brands like PAPER Magazine, Fluide, and Noto, engaging 100+ creators and celebrity talent while also leading a NYC→LA mobile tour that generated 50K impressions and 2K users in one week.
- Scaled social and creator ecosystems, growing Instagram 10x (1K → 10K in 4 months) and expanding IRL creator initiatives to onboard 600+ creators through retail, lifestyle, and campaign partnerships.

## CONTACT ME

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## EDUCATION

### B.A. Communications

Loyola University Maryland  
*Cum Laude*

### B.A. Theater

Kean University

## SKILLS

### Technologies

Google Suite, CapCut Pro, Meta Business Suite, Figma, Looker, Notion, Adobe After Effects, Adobe Premiere Pro, Slack, Zoom, Keynote, Tiktok Ads, Later, Typeform, Sprout Social, Linktree

## ACHIEVEMENTS

- Pathway to Multimedia Panelist at Loyola Maryland 2023
- Featured quotes in BizBash for [#natetruecolors](#) and mentions for [nate Gift Express](#) 2022
- Featured moderator and guest on General Assembly's Designing the Career You Want session 2021
- Interviewee for excerpt in The Greyhound 2021
- Loyola Dance Co. President 2020
- Lambda Pi Eta 2016, 2017
- National Dance Honors Society 2017