



Daphne Ciccarelle

Social Media, Brand & Influencer Marketing

WORK EXPERIENCE

CONTACT ME

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EDUCATION

B.A. Communications

Loyola University Maryland
Cum Laude

B.A. Theater

Kean University

SKILLS

Technologies

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

Areas of Interest

Creator Economy, Experiential Events, Fashion & Beauty, Health & Wellness, Pop Culture, Social Media, Performing Arts

ACCOMPLISHMENTS

- 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
- Student Government President 2015

Songfinch | NYC, Chicago

Social Marketing Manager

June 2023- Current

- Owned total social and influencer marketing strategies, developments, and implementations for each platform across Instagram, Facebook, TikTok, LinkedIn and Youtube, working with over 50 artists, creators and influencers to produce content garnering over 30M impressions per month, along with leading co-branded content for Coca-Cola's Coke Studio sweepstakes.
- Launched the Holiday Campaign featuring our new brand strategy that put customers at the forefront of the business, which resulted in over 50K purchases tracking from organic and paid socials made up of UGC content, in-house graphics, influencer marketing, and partnerships with Reese Witherspoon's brand Hello Sunshine and more curated gift guides.

Community Manager

Apr 2023- June 2023

- Joined the team to lead community relationships on Instagram, Facebook, TikTok, LinkedIn and Youtube. Community based marketing on organic and socials raised our follower count across socials by 50K, and engagements by ~10M month over month.
- Developed new content ideas and worked with selected artists in Soundwave, Songfinch's content production studio, to produce videos for use across all social media platforms.

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

- Managed the month-long [#natetruecolors Pride Campaign](#) which put 6 queer creators in the spotlight to lead their teams to raise awareness and funds for their chosen LGBTQIA+ supporting non-profit organizations generating 2480 new users.
- Hosted the final celebration of the [#natetruecolors](#) campaign celebration at the House of Yes with partners including Fluide, Noto, Usual and Home'edged, with creators like Davis Burleson, Emira D'Spain, Armiel Chandler and Josh Holmes which generated 640k impressions.

Experiential Brand Marketing Associate

Oct 2021- May 2022

- Project lead for a mobile marketing tour expanding nate from NYC to LA markets. Included partnering with local brands and food trucks, school clubs and Sports/Greek Life organizations in LA for co-branded events gaining over 50k impressions and 2k new users in less than a week.
- Partnered with PAPER Magazine to host a co-branded "Checkout is Dead" Halloween party with 100+ content creators in attendance.
- Conducted the month long nate Gift Express Holiday Campaign and experiential activation. Included a mix of paid media, influencer, guerrilla, OOH, and organic marketing. Orchestrated ideation to full build out production with Arsenal NY to produce a pop up in Soho with over 2000 attendees, 1.8M impressions, 2160 downloads and 2880 in-app gifts sent.
- Launched [nate's Creator Program](#) IRL marketing efforts through in-person events at Naked Retail, Whalebone NYC, Little Ways, and Kind Regards with partners including Skincare by Ella Rose, Venus et Fleur, Usual Wines, Bev Wines and more, expanding the creator program gaining over 600 onboarded creators.

Community Engagement Associate

March 2021- Oct 2021

Growth Intern

Aug 2020- March 2021

- Led all content for Instagram and [Tiktok](#) accounts and grew Instagram following from 1k to 10k in four months through content production and Instagram Live show "Demo Daphne", as well as content partnerships for the 2021 Holiday Dream List Campaign, [#MakeSomeoneSmile](#) with creators such as Dixie D'Amelio and Dylan Geick.