



CHRISTINA MASSARI

Marketing & Social Media Strategist

CONTACT

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EDUCATION

BACHELOR OF ARTS- COMMUNICATIONS CALIFORNIA STATE UNIVERSITY, FULLERTON

2017

Dean's List Honors

STRENGTHS

Social Media Strategy
Adobe Suites
Microsoft Office
Facebook Ads
TikTok Ads
Sprout Social
Hootsuite
Google Analytics
Facebook Creator Studio
TikTok Creator Marketplace
Spark AR Studio
Basecamp
Planoly
Canva
Wix
SquareSpace

SOCIAL MEDIA MANAGER

2020- *Current Del Taco*

- Solely manage all Del Taco's dynamic ever-evolving social media strategy , accounts and digital presence
- Reports directly to CMO & Marketing Director
- Head Copywriter, Content Creator & Social Metrics Analyst, & Asset Manager
- Promotional campaign developer & manager
- Social Consumer Insights Analyst
- Social Content Team Director
- Create content calendars & event activation plan
- Influencer Manager
- Head of Social Customer Service
- Photographer, Videographer and Graphic Design Artist & AR Filter Creator
- TikTok Creator, Paid Growth Specialist & Strategist
- Audience Growth up 258% & Overall Engagement Rate up 1,223% since my start

SOCIAL MEDIA COORDINATOR

2019-2020- *Tillys*

- Solely managed Tilly's 9 Verified Social Accounts
- Reported directly to CEO & Creative Director
- Content Creator including video, product photography and influencer content & graphic design
- Face of "Tillys Social" and live content
- Managed team of assistants
- Head of Social Strategy
- Social Photoshoots Manager
- Athlete, model and influencer liaison
- Create & Manage Social Calendars
- Social Customer Service Manager
- Paid Ad Developer
- Social Growth Specialist
- Head Copywriter

MARKETING DIRECTOR

2019 - *Themes & Flowers*

- Developed all marketing campaigns from storyboard ideas to execution
- Creative Content Producer
- Photographer, Videographer & Graphic Designer
- Social Media Manager
- Copywriter
- Manager of brand partnerships and client relationships
- Grew business sales through social platform campaign and website SEO

SOCIAL MEDIA MARKETER

2019 - *Themes & Flowers*

- Managed all social platforms
- Graphic design, video editing & photoshop
- Social Media Analytics Strategist
- Grew Organic Social Following
- Created and wrote all promotional write-ups, tri-folds, press-releases & newsletters

ACTION SPORTS PROGRAMMER, SOCIAL MEDIA COORDINATOR

2017 - *Newport Beach Film Festival*

- Promoted from intern to programmer
- On-stage Emcee
- Conducted and wrote dynamic showcase interviews with athletes and directors
- Handled publicity, press releases and media relations
- Managed a team of volunteers
- Researched and scouted films and filmmakers; reviewed and selected submissions
- Directed social media platforms for films, premiers and festival
- Worked with social media analytics, online ad programs, Photoshop and video editing