

Carly De Girolomo

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Employment

2024- current

Media/Outreach Manager - NGFit

- Developed and implemented media strategies to enhance brand visibility and attract new clients.
- Managed all communication and outreach initiatives to convert followers and engaged users into clients, utilizing targeted PR techniques to foster relationships.
- Set up meetings and consultations with interested leads, acting as a liaison between clients and the company.
- Conducted follow-up communications to maintain relationships and ensure a high level of client satisfaction, leading to referrals and repeat business.

2023-2024

Marketing Manager - Lucky Beverage Company

- Led the marketing team for the company's college brand ambassador program, enhancing brand visibility on campuses.
- Developed comprehensive business plans and conducted promotional campaigns at events and on social media to increase brand awareness.
- Executed guerrilla marketing strategies on college campuses, leveraging student-led PR initiatives for maximum brand exposure.
- Brainstormed and created content for social media platforms to connect with the target audience and increase brand engagement.

2021-2022

Social Media Manager - Power Club

- Managed and created all content for the local business's Instagram platform, including photography, videography, and photo/video editing.
- Monitored current trends to optimize engagement and views, effectively rebranding the company's aesthetic.
- Developed and implemented content strategies that enhanced brand visibility and attracted a larger audience.

2021

Social Media Manager - Lulus Body Jewelry

- Oversaw the company's TikTok account, producing engaging content through videography and video editing.
- Stayed current with social media trends to enhance audience engagement and maximize video views.
- Developed and executed viral campaigns that led to over 3 million views within one week.

2020-2021

Style Associate - Victoria's Secret

- Provided exceptional customer service by assisting clients in selecting lingerie, loungewear, and beauty products that suited their individual needs and preferences, showcasing a fashion-forward approach
- Delivered exceptional styling consultations using knowledge of fashion trends to guide clients and enhance their overall shopping experience

Extracurriculars

Spring 2024

Outreach & PR Lead- Hook'd Fashion Magazine

- Connected with industry professionals for speaker series, workshops, and other professional events
- Conducted live interviews with fashion and lifestyle professionals & brands
- Promoted job, internship, and networking opportunities to magazine staff

Spring 2024

PRSSA - University of Texas at Austin

- Actively participated in workshops, speaker series, and professional networking events focused on public relations and communications.
- Collaborated with peers to develop campaigns and strategies, enhancing understanding of PR trends and practices.
- Contributed to projects that strengthened connections between the organization and local PR professionals.

Spring 2024

Entertainment Media Association - University of Texas at Austin

- Engaged in industry panels, creative workshops, and networking events related to entertainment and media.
- Collaborated with members on projects exploring the intersection of media, branding, and entertainment marketing.
- Built professional relationships with industry leaders, gaining insights into PR within the entertainment sector.

Spring 2021

Photo Editor/Feature Writer - Inside Fullerton Magazine

- Shot & edited photos for final publication
- Wrote feature articles for final publication

Fall 2018

Communications Commissioner - *Esperanza High School*

- Managed and Created engaging content for the school's social media platforms, driving community engagement and increasing visibility for school events
- Developed and executed strategic communication plans and schedules for the team to ensure maximum participation and boost attendance

2019-2020

Performing Student - *Barbizon School of Acting and Modeling*

- Trained in runway walking, modeling, acting, gaining insights into fashion and entertainment industries
- Participated in audition and interview training, refining skills for media appearances and professional engagements

Awards & Honors

Phi Theta Kappa - *University of Texas at Austin*

Dean's List - *University of Texas at Austin*

President's Honor List - *Fullerton College*

Phi Theta Kappa - *Fullerton College*

'Sparkle Award' - *Women's Choir*

'Most Social' Award - *Esperanza High School*