

NICOLETTE MURO

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Digital Marketing Professional

Social Media | Writing | Communications

Self-motivated Digital Marketing Professional who drives engagement, sales, and brand visibility through innovative social media creation and editorial writing. Specialized in developing visual content that builds corporate brands and ideal audience connections. Experienced multimedia creator with expertise in Lifestyle, Beauty, Fashion, and Entertainment, having worked with prominent brands such as Google, Adidas, and HarperCollins. Proficient in digital marketing and social media content creation using Adobe Premiere and Adobe Photoshop. Passionate about vintage and sustainable fashion.

Key Accomplishments

- Created marketing materials that drew record-breaking 500+ audience attendance for inaugural Jewish Festival of Fairfield County
- Delivered influencer campaigns driving ratings for Netflix/Harper Collins Bridgerton Season 2
- Partnered with 20+ brands on marketing campaigns such as Pandora, Revolve, Ralph Lauren, Neutrogena, Adrianna Papell, and Vista Print with photography, copywriting, and videography
- Selected for media coverage for New York Fashion Week shows by designers Sally LaPointe, Taoray Wang, Tadashi Shoji, and Pamella Roland
- Recruited and hired by Google as one of the 1st Video Creators to drive Shoploop Platform revenue & Adidas to copywrite blog posts and photograph new Glam On Collection

Work Experience

Marketing Manager | UJA-JCC Greenwich | Greenwich, CT | 2024-Present

A non-profit organization for Jewish culture, community, and caring

Report to the CEO with responsibilities including developing and executing strategic marketing campaigns to enhance image, community awareness, and fundraising efforts. Manage print and online content, including social media, newsletters, and website, while collaborating with team members on graphic design and content creation. Consult on a wide range of projects, providing expertise in content development and marketing strategy. Establish media relationships to promote major events and initiatives. Key results include:

- Helped deliver over 559 donations and attracted more than 415 unique donors through strategic digital marketing tactics in the past year
- Increased social media profile views by 21.8% and external link taps by 55.6% in the last 30 days by posting consistent photos and videos to drive community engagement
- Managed seven freelancers, ensuring timely content delivery and on-brand materials

Freelance Social Media Strategist | Self-Employed | Remote | 2020-2024

- Collaborated with clients to develop brand-specific social media content and messaging
- Managed paid advertising campaigns on social media, driving traffic to websites
- Utilized social media tools to track performance and monitor analytics

Social Media Creator| The Brightest Brunette|Remote| 2016-2024

Elegant Fashion and Lifestyle Social Media Content that reaches over 40,000 people

- Created engaging content across multiple social media platforms to drive audience growth and brand awareness
- Skilled in collaborating with brands to develop authentic and aligned campaign concepts
- Regularly analyzed audience demographics and trends to adapt content strategy

Social Media and Publicity Assistant |HarperCollins| NYC | 2022

Anglo-American Publishing Company one of the “Big Five” English- language publishers

- Assisted in developing and executing social media campaigns to increase brand awareness and engagement
- Developed and maintained a comprehensive media list for targeted outreach across various publications and online platforms
- Collaborated with the marketing team to develop integrated publicity strategies for new book launches

Internships

Editorial Intern| Interview Magazine| NYC | 2019

A magazine that features interviews with celebrities, artists, musicians, creative thinkers

- Researched and drafted articles on fashion and entertainment topics, adhering to publication guidelines
- Managed social media content using HootSuite
- Proofread and verified information to ensure grammatical accuracy and clarity

Editorial Intern| College Candy| NYC| 2018-2019

Media outlet covering everything from pop culture news to what's happening in college

- Wrote articles about affordable fashion and lifestyle to help college students save money
- Uploaded finalized content to the website and social media platforms
- Crafted engaging social media posts and visuals to promote new articles

Editorial Intern| Cliché Magazine| Remote| 2017-2018

Digital fashion magazine that focuses on style, music, lifestyle, entertainment, and culture

- Wrote SEO-friendly fashion articles to highlight leaders in fashion
- Researched fashion trends to inform editorial direction
- Built articles and photo galleries in CMS

Education

M.A., The Craig Newmark Graduate School of Journalism at CUNY, Arts & Culture Reporting

B.A., Marist College, Communications: Journalism & Public Relations

Awards

- “How We Heal,” a project by NYC News Service, received finalist citation for EPPY Award
- “Social Media Personalities: How Influencers Rise to Power in the Instagram Realm” project entered at Broadcast Education Association Conference
- Vice President of The Society of Professional Journalists, Marist Chapter
- Lambda Pi Eta Communication Honor Society Member
- National Society of Leadership and Success Member