

CHARLES V. PAULUCCI

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PROFILE

*Brand management experience / Keen mindset for new social trends / Consultation and advising skills
Client and team-focused / Resourceful out-of-the-box thinker / Thrive in multiple-project management environments*

KEY ACCOMPLISHMENTS

- Managed over 12 million social media followers for clients including Tripadvisor, Afterpay USA, American Tire Distributors, Advantest, Spartan Races, Ivy Beauty, and more.
- Effectively managed social media calendars for 15 clients simultaneously across two marketing agencies (Iron Roots and Lake Social Media Management).
- Achieved an average 30% increase in social engagement among active clients.
- Led and trained team members on client deliverables, tasks, and company professionalism.

EDUCATION AND COURSEWORK

M.A., University of Florida '25 | Social Media Management | Gainesville, FL

B.A., Rutgers University | Strategic Public Communication and Public Relations | New Brunswick, NJ

CERTIFICATIONS AND TECHNICAL SKILLS

Hubspot: Social Media, Final Cut Pro X, Adobe Suite, Google Suite, Adobe Premiere Pro, Sprout Social, Sprinklr, ActiveCampaign, Agorapulse, Later

EXPERIENCE

NeoReach | Social Media Manager | Austin, TX (remote) July 2024– Present

- Increased engagement by 60% in 3 months by managing social media accounts.
- Boosted app traffic by 147% through active community engagement.
- Created 40 pieces of content monthly for 3 channels, optimizing performance through brand partnerships.

Iron Roots | Creative Strategist, Community Manager | Austin, TX (remote) Aug 2023– July 2024

- Boosted client followers by 240% and website clicks by 50% in 4 months through strategic content.
- Executed influencer campaigns, resulting in successful and ongoing partnerships.
- Achieved 3M+ impressions by growing social communities on Instagram, Facebook, and TikTok.

Lake Social Media | Social Media Manager | New Brunswick, NJ Aug 2023– June 2024

- Retained 10+ clients monthly by cultivating strong relationships and providing consistent support.
- Developed and executed 10+ content calendars monthly, including writing and finalizing copy.
- Boosted client sales by over 10% through effective direct message outreach strategies.

Socialfly | Social Media Manager | New York, NY (remote) Jun 2021– Feb 2024

- Managed 8M+ users across all social media platforms, enhancing brand visibility and engagement.
- Efficiently scheduled content, coordinated giveaways, and provided top-notch customer service.
- Worked with notable clients such as Tripadvisor, Afterpay USA, Happy Family, and Spartan Races.

Athletic Minds | Founder | New Brunswick, NJ Nov 2018– Mar 2024

- Generated 1M+ impressions through the creation of over 2,000 high-quality content pieces.
- Built and nurtured an engaged audience of 20,000+ athletes across social media channels.

AFFILIATIONS, PROJECTS, AND OTHER

Athlete POV Podcast Host, 2021– 2023

Apartment List Community Manager, 2023– 2024

Spartan Races Campaign Assistant, 2021

Stetson University Athletics Social Media Manager, 2020

Rutgers Project: How to use social media for your business, Spring 2023