

# 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*

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## 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.
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## 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

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## CERTIFICATIONS AND TECHNICAL SKILLS

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

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## 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.
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## 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