



Social Media Marketing & Content Creation

Jeneen Scolaro

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Work experience

Founder, Content Creator

Self-employed, Mar 2016 - Present

Generated 25M+ views with 5 viral videos surpassing 1M views each. Partnered with top brands like Prada, Valentino, Too Faced, and Patchology, delivering hundreds of new customers and driving \$25K+ in revenue. Leveraged analytics to increase engagement and optimize ROI.

Social Media Strategist

Travel Insured International - Feb 2024 - Dec 2024

Ranked #1 Fastest Growing Social Media Program across travel insurance industry. Developed 200+ innovative content ideas and managed a robust content calendar to drive engagement. Led campaign planning and trend analysis, increasing brand visibility and engagement by 500% through strategic, data-driven initiatives.

Aesthetician & Social Media Manager

Solea Brickell Spa, Apr 2021 - Dec 2023

Provided expert aesthetic services while scaling the spa's social media presence to 10K followers in only 2 years. Boosted bookings by 85% through strategic use of social media tools for automated responses and seamless scheduling. Optimized performance through data-driven insights, led influencer collaborations, and crafted high-impact content to enhance brand visibility and drive client engagement.

Social Media & Community Manager

R Media, Oct 2019 - June 2022

Managed 10+ client accounts across multiple platforms, driving \$200K+ in revenue and achieving significant engagement growth. Developed tailored content strategies, executed high-performing campaigns, and utilized data insights to optimize performance. Led cross-platform initiatives to drive measurable ROI for diverse clients.

Education & Learning

University of Miami-Dade

Business & Social Media Marketing

Floral Park Memorial High School

Graduate - 3.9 GPA

Licenses & Certifications

- Aesthetician - Facial Specialist
- Electrologist
- Cosmetologist, Aesthetics
- Microsoft Advertising Certified Professional

Skills

- Content Strategy Development
- Community Management & Engagement
- Influencer Collaboration & Partnerships
- User-Generated Content (UGC) Strategy
- Content & Campaign Management
- Content Creation
- Video Editing

Software & Tool Experience

- Canva
- Figma
- Capcut
- Adobe Suite
- Hootsuite
- Sprout Social
- Facebook Ad Manager
- TikTok Ads Manager