



OLIVIA CAGGIANO

Creative Strategist & Paid Social Expert

Where creative instinct meets analytical rigor: I build strategic campaigns that captivate, convert, and continuously improve.

DIGITAL STRATEGIST TO MANAGER, DIGITAL OPERATIONS

Her Campus Media | Remote | 2022-2025

A mission-driven media powerhouse focused on amplifying the voices of college students and unlocking opportunities for the next generation

- Managed \$400K in monthly ad spend for 150+ paid social and display campaigns across Google, Instagram, Snapchat, TikTok, and Pinterest
- Wrote paid social and display copy to perform above internal and client benchmarks and KPIs with a 97% success rate
- Directed the Design and Branded Content teams on ad concept and creation
- Oversaw over 1/3 of the company's digital revenue and over 1/3 of all company revenue
- Managed up to 25 campaigns at a time in the Beauty & Personal Care, Clothing, Pharma, Food, Home Improvement, Education, and Finance verticals
- Provided reporting to clients on a weekly/bi-weekly basis to ensure successful, timely execution according to insertion orders, media plans, and client KPIs
- Identified areas of improvement within the company's processes and optimized them for efficiency
- Worked with clients such as Ulta Beauty, e.l.f Cosmetics., Under Armour, Target, Bed Bath & Beyond, Sephora, Loestrin Fe, Bumble, Batiste, Home Depot, Clinique, and Batiste

SOCIAL MEDIA MARKETING SPECIALIST TO DIGITAL STRATEGIST

ESB Advertising | Remote | 2021-2022

A full-service media-buying and creative agency serving clients in the home services, retail, healthcare, and restaurant industries

- Oversaw paid social executions with budgets ranging from \$22k-840k annually
- Increased account-wide lead generation by 12.4% while decreasing cost-per-leads by 17.6% through conversion tracking implementation, A/B testing, and monitoring campaign performance
- Wrote copy and designed content for paid ads, agency blog, and social accounts
- Led paid social campaigns for 17 clients in Home Services, Food, Healthcare, Auto, & Retail verticals
- Drove success across client social media, delivering double to triple-digit lifts on key client KPIs
- Optimized Google paid PPC executions with budgets ranging from \$11k-3.2mill annually
- Managed client relationships and weekly performance calls
- Developed real-time marketing plans and strategy for paid Facebook and LinkedIn ads
- Led research and development of insights on paid social advertising proposals
- Worked with clients such as Mattress Warehouse, Michael & Son, Pizza Boli's, Long Fence, and Summers PHC

WEBSITE DESIGNER & FRONT-END DEVELOPER

Practice Promotions | Remote | 2020-2021

A results-driven agency passionate about empowering physical therapy clinic owners through website, digital marketing, and advertising services

- Managed 40+ clients at a time throughout the website development journey
- Oversaw onboarding, structuring, design, development, and publication of websites on Wordpress
- Designed 25+ homepage designs in Adobe XD
- Assessed technical function and UX for developed physical therapy websites
- Designed and strategized sitemaps for creative website conception
- Reviewed and edited content documents for grammar and punctuation errors
- Developed education in domain hosting by taking 10+ websites through the migration process

OTHER NOTABLE EXPERIENCES

- Government Photographer & Social Media Manager
- Paid and Organic Social Media Manager
- Family, Couple, and Wedding Photographer
- Public Relations Chair, APO
- VP Media, CHAARG
- First Year Orientation Guide
- Outreach Coordinator, Service Learning Center
- Functional Health Coach

EDUCATION

B.A. Creative Advertising, Minor in Ethics | James Madison University | Magna Cum Laude

SKILLS

Meta Business Manager, TikTok Ads Manager, Snapchat Ads Manager, Pinterest Ads Manager, LinkedIn Campaign Manager, Google Ads Manager, Google Tag Manager, Canva, Adobe Creative Suite, Data Analytics (Google Sheets & Microsoft Excel), Social Media Management, Copywriting