

CARLYN MARINACCIO

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EDUCATION

ELON UNIVERSITY

ELON, NC

B.A. in Media Analytics | Graduation Date: May 2022 GPA 3.42
Minor in Photography

CERTIFICATIONS

- Google Ads Creative Certification
- Brandwatch Foundations
- Advanced Google Analytics
- Canva Essentials

PROFESSIONAL EXPERIENCE

WISDOM.IO, Marketing Manager | New York, NY

JANUARY 2024 - PRESENT

- Designed the company website, integrating a user-friendly interface and mobile-responsive design.
- Utilized SEMrush and Google Keywords to optimize on-page and technical SEO, resulting in a 97% SEO audit score.
- Designed cohesive website and marketing collateral to maintain a consistent brand aesthetic.
- Developed and executed comprehensive content strategies and posting calendars aligned with brand identity and target audience, overseeing the production of multimedia content such as imagery, videos, and blog posts.
- Assisted in launching a crowdfunding campaign by casting a videographer and directing the campaign video, which raised \$40K within the first month.

CARMAR PHOTOGRAPHY, LLC, Owner | New York, NY

MAY 2022 - PRESENT

- Collaborated with over 40 brands and businesses including Steve Madden, Stakt, and Livi Beauty, to deliver high-quality e-commerce and lifestyle photography, enhancing brand presence and boosting product sales.
- Partnered with top modeling agencies such as Wilhelmina and Two Management, offering creative direction and photography for talent portfolios and campaigns.
- Managed cross-functional teams, including photographers, stylists, hair and makeup artists, and designers, to execute seamless campaigns while overseeing end-to-end project lifecycles from concept to delivery.
- Hired and managed an assistant, delegating tasks to improve efficiency and streamline operations.
- Negotiated contracts and managed business operations, including budgeting, financial management, and digital asset organization, optimizing workflows and safeguarding client assets.
- Planned and executed social media content strategies around shoots, generating over 300k impressions across platforms.

SERENDIPITY & CO, Lead Agency Photographer | New York, NY

AUGUST 2023-PRESENT

- Conceptualized and executed photoshoots, ensuring alignment with client branding, marketing objectives, and visual identity for 6 agency clients.
- Participated in client and team meetings to develop creative concepts, refine logistics, and establish shoot timelines.
- Oversaw complete production workflows, including pre-production planning, scheduling, on-set execution, and post-production editing, consistently delivering results on time and within budget.