

CARLEY M. SPOSTA

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Sit Means Sit Dog Training of Westchester

Oct 2024 - PRESENT

Freelance Social Media Manager & Content Creator

- Writing, filming, and editing Instagram Reels and paid ads, driving customer engagement and achieving a 46% increase in views.
- Delivered a 400% boost in sales through a targeted Black Friday campaign.

HexClad Cookware

April 2024 - Jul 2024

Freelance Video Editor

- Edited direct response ads for Instagram, Facebook, and TikTok, creating multiple versions for A/B testing to optimize performance and drive conversions.

RoundGlass

Dec 2021 - May 2024

Multimedia Producer (Marketing)

- Produced high-quality educational content including meditation, yoga, and nutrition classes, podcasts, and livestreams for the website and mobile app.
- Developed and executed content strategies for RoundGlass's social media, delivering up to 70 media pieces monthly, including Reels, carousels, infographics, and course trailers.
- Planned and strategized content for global events like FIFA World Cup and World Meditation Day, ensuring seamless multi-platform experiences.
- Enhanced the CEO's personal brand by developing and implementing an updated social media content strategy.

Superpeer

Jun 2021 - Oct 2021

Video Editor

- Collaborated with marketing team to define brand voice, visuals, and marketing strategy
- Edited sizzle reels, product advertisements, testimonials, and trailers for hosted courses
- Designed motion graphics to standardize brand aesthetic across published digital assets

Insider Inc.

May 2021 - Sep 2021

Freelance Video Producer

- Filmed and edited instructional videos for Home Insider, accumulating over 3.6 million views
- Researched, scripted, and recorded voiceover for videos, ensuring high-quality delivery

Verizon Media (In The Know)

Dec 2019 - Jun 2021

Social Media Manager & Commerce Video Producer

- Analyzed social trends, KPIs, conversion rates, and audience behavior to inform product selection and video advertising strategies, resulting in over \$28 million in sales revenue
- Scripted, edited, scheduled and published hundreds of shoppable videos across platforms
- Provided leadership in reviewing commerce team videos and giving constructive feedback to enhance quality and effectiveness.

PORTFOLIO

csposta.com

PROGRAMS

Adobe Premiere

After Effects

Photoshop

Lightroom

Canva

CapCut

Microsoft 365

G Suite

SKILLS

Videography, Scriptwriting, Sound Design, Storytelling, Animation, Creative Strategy, Social Media Strategy, Video Performance Analysis, Time Management, Digital Marketing, Direct Response Advertising, Social Copy, Project Management, Creator Studio, Meta Ads Manager, SEO, Google Analytics, Skimlinks, Amazon Associates, YouTube, Instagram, Facebook, Snap, TikTok, LinkedIn, Organizing and Archiving Digital Assets, Collaboration

EDUCATION

Eugene Lang College The New School For Liberal Arts

Bachelor of Arts in Screen Studies

Google Digital Marketing & E-commerce Certificate

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