

Emily Costello

Social & Project Manager

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8 2nd Place, Brooklyn, NY 11231

A purpose-driven individual with expertise in social media, copywriting, and project management. An empathetic leader and team member who values authenticity, integrity, creativity, fun, and humor.

REFERENCES

Available on request.

EDUCATION

Bachelor of Strategic Communication

Flagler College | 2019
Summa Cum Laude | Honors

Project Management Fundamentals

Udemy | 2022

Ecology: Ecosystem Dynamics and Conservation

Coursera | 2022

EXPERIENCE

Social Media Specialist and Project Manager

Freelance | April 2020 - Present

- Copywriting and content creation for CEOs and small to large businesses including DEI & ESG leaders, and a sustainable, social impact-focused INC 5000 CPG company.
- Proactively managing social media teams and communication projects while overseeing copywriting, editing, research, design, and strategy for clients including health and fitness brands, consumer goods, and fintech platforms.
- Managing active influencer outreach campaigns.
- Developing a project management process in Asana from scratch for 10+ clients across social media, design, and strategy for the entire agency.

Talent Acquisition & Social Media Specialist

Ginger Finds | Nov 2019 - April 2020

- Departmental shift from Executive Assistant due to pandemic in March 2020.
- Responsible for social media strategy, content creation, copywriting and editing centered on luxury brands, hiring trends, and career tips.
- Developing internal creative assets.
- Managing communication with C-suite executives and key players across the luxury fashion industry.

Marketing Assistant

Gourmet Marketing | July 2019 - Nov 2019

- Responsible for the monthly content creation of 8+ brands in the U.S. and Asia, including global liquor brands, country tourism authorities, and restaurants.
- Developing website copy and proofreading blog content in the support of web development projects.
- Contributing to various influencer marketing campaigns through research and asset collection.

Executive Assistant

Compass Marketing | Aug 2018 - Jan 2019

- Responsible for supporting the Agency Director through calendar management, billing support, and client relations.
- Coordinating two large-scale client events involving vendor correspondence, swag inventory, and developing event timelines.
- Copywriting and proofreading client collateral, both print and digital.

Platforms, Skills, & Interests

Lightroom | Photoshop | Canva | HeyOrca | Hootsuite | Sprout Social | Google Suite | Asana | Later.com. | Invision | Slack | Missive | Digital Photography | Multimedia Arts | Culinary Arts | Ecology & Conservation | Yoga | Breathwork | Mental Health | Neurodiversity | Member of the New York Mycological Society