

CHLOE SCOPA

New York, NY | [LinkedIn](#) | [Portfolio](#) (password: chlocreate) | (781) 999-0506 | chloerscopa@gmail.com

SUMMARY

A seasoned marketing creative based in the heart of New York City, bringing over three years of experience in brand building, marketing strategy, design, community engagement, and social media management. With a keen eye for detail, Chloe is passionate about guiding brands to launch impactful marketing initiatives that forge meaningful connections with audiences and enhance overall brand presence.

EXPERIENCE

ViralGains

New York, NY

Marketing Associate

June 2022 – Present

- Own @viralgains day-to-day social calendars, including posting cadence/feed layout, copywriting, posting across Instagram and LinkedIn, and responding to community comments & direct messages.
- Develop digital content, newsletters, blog posts, and email marketing content and templates.
- Design all creative marketing assets such as campaign wrap materials, advertising display and video creatives, website landing pages, strategy decks, and one-sheets.
- Report and analyze monthly social and email marketing metrics including growth, engagement, and impressions across all owned channels to guide overall strategy.
- Present social insights & best practices to the marketing team and adjust social strategy based on performance analysis.
- Assist in the planning and executing of events and trade shows to promote the brand.

Marketing Intern

June 2021 – June 2022

- Built a social media re-launch proposal to refresh all channels through design elements, competitive research, and benchmarking to engage potential clients and followers.
- Conducted competitive research analysis to support the marketing and sales teams.
- Assisted in planning, writing, and managing company-wide communications, blogs, and newsletters.
- Utilized the ViralGains Odyssey™ platform to create interactive video advertisements for prospective clients.

b.WR

Los Angeles, CA

Social Media Manager (Freelance)

August 2022 – Present

- Own @b.wrco day-to-day social calendars, including posting cadence/feed layout, copywriting, posting across Instagram & TikTok, and responding to community comments & direct messages.
- Develop content and strategy on TikTok and Instagram to drive brand awareness, engagement, and community.
- Design visually compelling on brand graphics, and visual assets.
- Plan, shoot, and edit high-quality videos and photo content for TikTok and Instagram.
- Track and report on creative performance and account metrics to identify areas of improvement and optimize content strategy.
- Monitor all UGC and actively interact with influencers' comments to secure permissions for reposting and sharing.
- Manage influencer relations within [The Lobby](#) for impactful gifting, paid partnerships, and UGC collaborations.
- Conduct competitive analysis and broad market research to track market trends, and relative strategies adopted by comparable boutique clothing brands to better identify key trends within the fashion, retail, tech, CPG, and social/digital marketing industries.

Zipped Magazine

Syracuse, NY

Director of Marketing and Public Relations

December 2021 – May 2022

- Managed a team of 11 members, directing all brand collaborations, business opportunities, and marketing initiatives for the magazine.
- Spearheaded the creation of Zipped's first webinar event featuring entrepreneurs speaking on industry-related topics and career advice.
- Collaborated with brand marketing professionals for co-marketing giveaways, media features, and events (notable brands include: Callisto, Lonely Ghost, Kiss Cosmetics, Parade, b.WEAR, Hero Cosmetics)
- Organized Zipped's biannual launch event for 200+ attendees.
- Worked cross-functionally with the Editor-In-Chief and Creative Director on brand partnership concept and delivery.

RELEVANT COURSES

- ilovecreatives Creative Copywriting Course

EDUCATION

Syracuse University, College of Visual & Performing Arts

Syracuse, NY

B.S. Communication & Rhetorical Studies, Magna Cum Laude

Minor(s) – Information Management & Technology, Psychology