

# GIOVANNI TOLOTTI

## CONTENT & SOCIAL MEDIA MANAGER

### CONTACT

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### SKILLS

- Content Creation
- Strategic Analytics
- AI Prompt Crafting
- Community Management

### EDUCATION

#### Digital Marketing Technology Certificate

#### EPICODE

2024-Present

Comprehensive course covering web development, digital marketing and user analytics.

#### Master in SMM & Digital Communication

#### IULM Communication School

2021-2022

Master's course in digital marketing strategy, social media and AI automation.

#### Master in Contemporary Philosophy

#### San Raffaele University

2018-2021

Master's course cultivating analytical skills for enhanced professional problem-solving.

### LANGUAGES

- Italian
- English

### PROFILE

Dynamic Content & Social Media Manager with a robust background in digital marketing and media communications. Specializing in creating engaging content across multiple platforms, utilizing AI tools like ChatGPT and Midjourney to drive innovative projects and enhance brand visibility. Proven expertise in SEO, analytics and community management, with a strong foundation in philosophy that enriches problem-solving and strategic thinking. Committed to leveraging digital tools to deliver business results and foster meaningful community interactions.

### WORK EXPERIENCE

#### Content & Social Media Manager

The Full Project (ex The Digital Project) 2022-Present

- Leveraged ChatGPT and Midjourney to improve creativity and efficiency across diverse projects
- Developed and executed organic and sponsored content strategies that increased follower interaction on Instagram, Facebook, LinkedIn and TikTok
- Crafted website content that increased visitor engagement
- Produced newsletters and articles that enhanced brand visibility
- Created scripts and visual plans that led to higher viewer retention rates
- Utilized tools like Google Analytics, Meta Business Suite, TikTok Analytics and Mailchimp to generate reports that informed strategic decisions
- Implemented SEO strategies that improved search engine rankings
- Managed and optimized content for e-commerce platforms and websites, using tools like WordPress, WooCommerce and HTML
- Managed online communities, using tools like Meta Business Suite
- Maintained and expanded client relationships
- Contributed to rebranding initiatives that revitalized brand identities
- Designed Keynote presentations that effectively communicated strategies

#### Communication & Media Assistant

Mongini Comunicazione 2021

- Composed and distributed press releases effectively, increasing company news reach
- Assembled media reviews that provided valuable insights into brand representation
- Conducted analysis of media coverage to improve press release strategies