

Giandomenico Nicastri

Social Media Manager Creative Strategist, AI Creator



WORK EXPERIENCE

Social Media Manager & Strategist Freelance

Bari - Milan, January 2020 - Today

- Crafted data-driven strategies and social content based on insights, buyer personas, and competitor analysis.
- Developed over 150 content/month across platforms like Meta: Facebook/Instagram, TikTok, YouTube, LinkedIn with engaging content creation.
- Increased Instagram engagement by 45% through strategic reels and storytelling.
- Managed social content for 12 clients across real estate, events, and automotive sectors.

Social Media Manager for 2night.

Bari - Venice, February 2023 - April 2025

- Created and managed social media pages, copy, editorial plans and brand identities, edited images and videos for posts and reels, built community loyalty through storytelling and daily interactions.
- Increased views & interactions by 50% for posts and reels with content optimization and SEO.
- Increased followers by 25%.
- Collaborated with creative teams and clients to translate business goals into consistent and engaging social content.

Video Editing & Social Media Adjunct Instructor for Associazione Kronos, Superprof

Bari - Remote, March 2021 - Today

- Designed and delivered multiple 6-month training programs focused on video editing, digital storytelling and social media management.
- Taught practical skills using tools such as Canva, CapCut and Premiere Pro.
- Developed assignments and feedback loops aligned with real-world content creation workflows.

EDUCATION

Post Graduate Master in Creative Direction IED Milano, October 2018

Art Direction, Copywriting, Graphic Design, Content Creation, Social Media management.

Master's Degree in International Relations Università di Bari Aldo Moro, 2014

Political Science degree focused on European Economic Policies and Private Law of Markets & Consumers.

ABOUT ME

Creative and data-driven Social Media Manager with experience in developing digital strategies, building brand identity, and crafting engaging content. Specialized in social storytelling, visual design, and trends for diverse industries. Open to relocating and bringing fresh ideas to global teams.

HARD & SOFT SKILLS

- Content Creation - AI Content Creation.
- Community management.
- Copywriting.
- Editing of multimedia content: images, illustrations, audio and video files.
- Project management.

TOOLS

- AI: Kling AI, Sora, ChatGPT, Google Gemini, Microsoft Copilot, Meta AI.
- Softwares & Apps: Photoshop, Premiere Pro, Canva, CapCut, InShot, Google Workspace, Microsoft Office, Keynote, Trello, Meta Business Manager, Later, Audacity, Serato.

LANGUAGES

Italian native

English fluent (C1)

Spanish basic (A2)

HOBBIES

Djing, Sound Design.

Passionate about Hip-Hop culture and video editing. Management of a YouTube, Instagram & Facebook page focused on Hip-Hop/Rap history.

PORTFOLIO

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CONTACT

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