

Juana Zito Campello

SOCIAL MEDIA MANAGER & CONTENT CREATOR



About me

I am a 24-year-old social media manager and content creator passionate about crafting engaging content. Cheerful, proactive, and a team player, I thrive in collaborative environments. I bring a diverse perspective and am eager to contribute my skills to a dynamic team.

Work experience

Social Media Manager & Content Creator

Fixr.com & Solarreviews.com | APR 2024 - OCT 2024

Content Strategy & Planning: Developed and maintained comprehensive content calendars and strategies for Instagram and TikTok platforms.

Content Creation: Independently produced engaging and brand-aligned content (graphic and video) ensuring consistency in voice and aesthetics.

Team Management: Led and coordinated the content creation team at SolarReviews, providing guidance and support to achieve high-quality content outputs.

Analytics & Reporting: Monitored and analyzed social media metrics, delivering detailed reports to inform strategy adjustments and improve engagement.

Social Media Manager & Content Creator

Freelance | Nov 2024 - Present

Account Management: Successfully managed multiple social media accounts for diverse clients, tailoring strategies to each client's unique brand and audience.

Scheduling & Planning: Expertly utilized scheduling programs to ensure timely and consistent posting, optimizing reach and engagement.

Content Creation: Developed a wide range of content across various niches, demonstrating versatility and creativity in social media campaigns.

Industry Knowledge: Continuously expanded knowledge of social media trends and best practices, adapting strategies to stay ahead in the rapidly evolving digital landscape.

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Contact

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Work experience

Translator

Solarreviews.com | JAN 2023 - APR 2024

Resourcefulness & Creativity: Developed resourceful and creative solutions to accurately translate content while preserving meaning and context.

Attention to Detail: Ensured high-quality translations by meticulously focusing on details and nuances in both source and target languages.

Translation Software Proficiency: Mastered various translation software tools to enhance efficiency and accuracy in translation projects.

Content Creator

Fixr.com | JUL 2022 - APR 2024

Content Creation & SEO: Gained expertise in the content creation process and search engine optimization (SEO), enhancing website visibility and engagement.

Website Optimization: Implemented effective strategies for website optimization, improving site performance and user experience.

Keyword Research: Conducted thorough keyword research to identify high-value terms, driving targeted traffic to digital content.

Idea Generation & Teamwork: Collaborated with team members to brainstorm and develop innovative content ideas, fostering a creative and productive work environment.

Graphic Design Skills: Acquired basic graphic design skills and proficiency in Adobe Illustrator, contributing to the creation of visually appealing content.

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Languages

Spanish: native

English: C1 / CAE

French: B1

Education

Masters Degree on Digital Marketing and AI | Fundesem Business School

- 2024 - 2025

Translation and Interpreting | University of Alicante

- 2018 - 2022

Baccalaureate of Language Arts | I.E.S San Blas

- 2017 - 2018

Baccalaureate of Language Arts | Discovery High School, GA, EE. UU.

- 2016 - 2017

Skills

Videography

Brainstorming ideas
Scripting
Filming
Editing

Social Media

SMO (Social Media Optimization)
Managing platforms
Scheduling content
Following trends

Content Creation

SEO
Keyword research
Graphic design
Content writing

Apps

Redes Sociales: CapCut, Illustrator, Canva, TikTok's Creator Center, Eclinchier, Metricool, Figma, Hootsuite

Organización: Asana, Trello, Notion, Slack, Factorial

Otros: Chat GPT, Analytics, Ahrefs, Google Tools