

MATTEO CURCIO

Senior Social Media Manager | Paid Social | Content Strategy

New York, NY | +1 (551) 271-8631 | matteocurcio92@gmail.com

[linkedin.com/in/matteo-curcio-819443170](https://www.linkedin.com/in/matteo-curcio-819443170) | Portfolio: canva.link/portfolio-matteo-curcio

SUMMARY

Senior Social Media Manager with nearly 5 years of experience growing brands in food, hospitality and consumer markets across the US and Italy. Combines content strategy, Meta paid advertising and influencer marketing with a finance and economics background to make data-driven decisions. Track record of measurable growth: +40% followers, +25% engagement and +20% campaign ROI. Builds AI and automation workflows (Make, Google Sheets, ChatGPT) to speed up reporting and optimization.

CORE SKILLS

- **Social Media:** Social media strategy, content calendars, community management, Instagram, TikTok, Facebook, trend analysis
- **Paid Social:** Meta Ads, audience targeting, budget optimization, campaign optimization
- **Analytics & Reporting:** KPI tracking, Google Analytics, Meta Business Suite insights, monthly/quarterly reporting, Advanced Excel
- **Content & Tools:** Canva, CapCut, Lightroom, Hootsuite, Later, Buffer, HubSpot, Klaviyo
- **AI & Automation:** Make, Google Sheets, ChatGPT, AI-assisted content, marketing automation workflows
- **Partnerships:** Influencer marketing, brand partnerships, PR and media collaboration, stakeholder management
- **Languages:** English (professional working proficiency), Italian (native)

PROFESSIONAL EXPERIENCE

Senior Social Media Manager

Ad Life Venture

Dec 2021 – Present

New York, NY

Freelance alongside other roles until 2025; full-time since 2025.

- Increased engagement by 30% with steady follower growth by tailoring social strategies to each client and market (US and Italy).
- Plan content calendars and produce video and static content for international clients on Instagram, TikTok, Facebook.
- Align organic and paid social activity so messaging, creative and targeting stay consistent across channels.
- Track KPIs and deliver monthly and quarterly performance reports with clear next steps.
- Use AI, CRM and email tools (ChatGPT, HubSpot, Klaviyo) to streamline workflows and campaigns.

Digital Marketing Specialist

Realmuto Hospitality Group

Dec 2022 – Apr 2025

New York, NY

- Grew social followers by 40% and generated 1M+ impressions in 6 months by running platform-specific content strategies and product launches on Instagram, TikTok and Facebook.
- Improved paid campaign ROI by 20% by optimizing Facebook and Instagram ad budgets and audience targeting.
- Increased engagement by 25% by building and managing partnerships with 60+ influencers.
- Drove an 18% increase in social brand mentions by supporting brand integrations with HBO (And Just Like That), working with PR partners including Purple PR.
- Raised customer retention by 20% through community building and interactive digital campaigns.

Junior Consultant

Generali

Sep 2019 – Dec 2020

Milan, Italy

- Managed a client portfolio, supported targeted marketing campaigns and performed market analysis to refine sales strategies.

PROJECTS

- **Meta Ads Monitoring Automation (case study)** – Built a monthly workflow with Google Sheets, Make and AI that compares ads month over month, flags any ad whose cost per profile visit rises 20% or more, and sends an email alert for human review before changes.

CERTIFICATIONS

- Inside LVMH Certificate – Creation & Branding, Retail & Customer Experience | LVMH (2026)
- Inbound Marketing | HubSpot Academy (2025)
- Social Media Management; Advertising with Meta; Fundamentals of Social Media Advertising; Measure and Optimize Social Media Marketing Campaigns | Meta via Coursera (2024)
- Influencer Marketing Strategy | Rutgers University via Coursera (2024)

EDUCATION

M.Sc. Economics and Management of Financial Intermediaries – University of Siena, Italy

2019

B.Sc. Economics and Banking – University of Siena, Italy

2015