

# TIFFANY TRIFARI

## Creative Marketing Strategist

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### SUMMARY

Creative marketing strategist with 3+ years of experience building brand narratives, social-first campaigns, and visual identities within beauty, wellness, and lifestyle spaces. Known for blending data-driven strategy with elevated creative direction—turning concepts into high-performing content, engaged communities, and measurable growth. Brings a sharp eye, strong instincts, and a hands-on approach to leading ideas from vision to execution.

### EXPERIENCE

#### Marketing & Community Coordinator

##### Mecca Integrated Medical

📅 2022 - Present    📍 Fairfield, United States

- Lead the end-to-end social media ecosystem, developing social-first, educational, and promotional content aligned with brand voice, seasonal initiatives, and growth goals.
- Build and maintain strategic partnerships with local businesses to expand brand presence and strengthen community relationships.
- Serve as a key point of contact for client communication and digital engagement, ensuring consistent, on-brand interactions across platforms.
- Direct and execute provider headshots, office photography, and branded visual assets, maintaining a cohesive and elevated visual identity.

#### Content & Social Strategist

##### The Spa at Mecca

📅 2022 - Present

- Create high-quality photo and video content showcasing spa services and products, optimized for social-first performance.
- Support day-to-day management of all spa social media platforms, ensuring consistent brand voice and visual identity.
- Help plan, organize, and execute spa events and on-site activations to drive awareness and client engagement.
- Monitor basic performance metrics to inform content and promotional decisions.

#### Brand Content Contributor

##### Charlotte Russe

📅 2025 - Present

- Selected as a brand partner within the #CRGirl program, representing the brand across digital channels
- Content featured on brand-owned social channels, driving strong audience engagement
- Partnered with Charlotte Russe's marketing team to produce branded social content supporting seasonal initiatives

#### Freelance Portrait Artist / Illustrator

##### Self-Employed

📅 2021 - Present

- Built and grew a personal brand from the ground up, leveraging Instagram, TikTok, and Pinterest to amplify visibility, cultivate an engaged community, and drive consistent commissions through strategic content creation and relationship-building.
- Managed the full client experience from onboarding to delivery—while developing all branding, promotional assets, and digital campaigns, ensuring high retention and positive brand sentiment.

### CORE EXPERTISE

#### ★ Brand Expression

Shape how a brand is seen, felt, and remembered—across visuals, voice, and experience.

#### ★ Social-First Visual Storytelling

Design and implement intentional launches, seasonal narratives, and experiences that feel timely and considered.

#### ★ Creative Direction & Visual Identity Alignment

Leveraged consumer insights, social listening, and competitor research to refine product positioning and promotional strategies, improving campaign performance.

#### ★ Community & Cultural Connection

Create connection through thoughtful engagement, local partnerships, and cultural awareness—strengthening brand credibility and long-term loyalty.

### CERTIFICATIONS

#### Marketing with Canva

#### Canva for Work

#### The Field Guide to Human-Centered Design

#### Graphic Design Essentials

### SKILLS

Brand positioning, Integrated campaign planning, Social-first content strategy, Seasonal launches, Community-led brand growth, Strategic partnerships & collaborations, Event marketing & brand activations, Content performance insights, Audience & engagement strategy, Trend & market awareness, Content asset development, Video Editing, Adobe Creative Suite, Google G-suite, Attention to Detail

### EDUCATION

Bachelor of Arts, Public Relations and Advertising

#### Rowan University

### AWARDS

#### ★ Employee of the month at Mecca Integrated Medical and The Spa at Mecca

#### ★ Recipient of Simon Youth Foundation Scholarship

#### ★ Dean of Students Awards