

TIFFANY TRIFARI

MARKETING STRATEGY | CONTENT PRODUCTION | CLIENT MANAGEMENT

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PROFESSIONAL SUMMARY

Marketing professional with 4+ years of experience across agency and in-house roles, spanning content strategy, creative production, community engagement, and brand marketing. Experienced in independently managing multiple client accounts, leading photo and video shoots from concept through delivery, and translating performance data into actionable recommendations. Combines hands-on creative execution with client communication and project coordination.

PROFESSIONAL EXPERIENCE

Social Media Coordinator | Roots Marketing Agency

April 2026 - September 2026 | New York, NY

- Independently managed multiple client Instagram accounts, owning content strategy, editorial calendars, weekly publishing, and community engagement while maintaining each brand's voice and visual identity.
- Led end-to-end photo and video production, capturing approximately three months of social content within four-hour client shoots.
- Developed creative concepts, shot decks, and run-of-show schedules; coordinated models and studio bookings, directed shoots, and photographed, filmed, and edited final assets.
- Led monthly client analytics meetings, presenting audience growth, engagement trends, and top-performing content to inform future creative direction and content planning.
- Maintained ongoing client communication to coordinate content priorities, production schedules, and deliverables.

Marketing & Community Coordinator | Mecca Integrated Medical

August 2022 - April 2026 | Fairfield, NJ

- Developed educational and promotional content aligned with brand messaging, seasonal marketing initiatives, and audience needs.
- Built partnerships with local businesses to expand brand visibility and strengthen community relationships.
- Directed and produced provider headshots, office photography, and branded visual assets to maintain a consistent identity across marketing materials.
- Managed digital engagement and served as a point of contact for client communication across social platforms.

Content & Social Strategist | The Spa at Mecca

August 2022 - April 2026 | Fairfield, NJ

- Created beauty and wellness content and supported social media management, maintaining a consistent brand voice and visual identity.
- Helped plan and execute spa events and on-site activations to support brand awareness and client engagement.
- Monitored content performance to inform upcoming posts and promotional initiatives.

Brand Content Contributor | Charlotte Russe

2025 - 2026

- Selected for the #CRGirl brand partner program; created fashion content featured on brand-owned social channels.

SKILLS & TOOLS

Marketing: Content strategy, campaign planning, client communication, project coordination, creative direction, photo and video production, community engagement, performance reporting, event marketing, brand partnerships.

Tools: Adobe Creative Suite, Canva, CapCut, Meta and TikTok Analytics, Google Analytics, Constant Contact, Google Workspace, Artlist.

EDUCATION

Rowan University | Bachelor of Arts, Public Relations and Advertising