

# TALIA BERTOLOTTI

## WORK HISTORY

### Personal Freelance- Talia B Designs

New Jersey | Current

- Use digital camera, tripod, lenses, and flash attachments to create innovative lighting effects
- Build authentic relationships with clients, leading to customer base of 70% repeat business
- Re- Design Social Media/ Branding for clients
- Logo Design/ Graphic Design work for clients

### Marketing Assistant Freelance - Dr. Kelly Metz

Tenafly NJ | Oct 2020- Current

- Coordinate mailings, marketing materials, and website content
- Create Email Campaigns
- Contribute to mock-ups, email campaigns and social media content
- Track and analyzed web analytic to recommend proactive adjustments to strategies
- Constantly search for new opportunities to engage new audiences

### Social Media Manager- Englewood Dental

Englewood NJ | June 2019- July 2020

- Oversaw all of social media accounts including, Facebook, Instagram, Twitter, LinkedIn
- Developed content calendars for various projects on weekly basis
- Ensured that social media tactics were aligned with overall marketing strategy
- Developed marketing content such as blogs, promotional materials and advertisements for social media
- Analyzed and reported social media and online marketing campaign results

### Intern- City Headshots

New York, New York | Sept- Dec. 2018

- Properly edit images in Lightroom, Photoshop and Bridge
- Create short-form media content and blog postings on weekly basis
- Offered fresh ideas and concepts, to social media platforms
- Worked closely with clients to have better understanding of Customer Service
- Monitored set up and take down of equipment
- Selected and set up appropriate props, backdrops and lighting

### Intern- Jordan Matter Photography

New York, New York | June-Aug 2017

- Created content for social media accounts including snapchat, Instagram
- Developed interpersonal skill, by working with various clients
- Focused on work set up and use of different lighting methods

## CONTACT INFO

Tenafly NJ

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[Website](#)

## SKILLS

- Digital Photography
- Adobe Creative Cloud, Photoshop/ lightroom
- Social Media Marketing
- Canva
- Content Creation
- Project Management
- Hootsuite
- MailChimp
- Wordpress
- Digital Marketing Strategy

## EDUCATION

Endicott College, Beverly MA  
Bachelor of Fine Arts May 2019

Florence University of the Arts, Italy  
Jan-May 2018