

Kevin Paisano

Social Media Specialist | KPaisano.7@gmail.com | (917) 213-3619 | Queens, New York | [KPaisano.art](https://www.kpaisano.art)

WORK EXPERIENCE

DAC Group

Oct. 2023 – Sep. 2025

Social Media Coordinator

Purchase, New York

- Sole content creator managing a portfolio of 35+ concurrent clients under a Fortune 500 brand — responsible for strategy, production, scheduling, community management, and reporting across Facebook, Instagram, LinkedIn, and X, producing 200 to 500 assets monthly.
- Achieved a 2,240% engagement increase across the portfolio and scaled follower bases 200–800% by applying A/B testing and trend analysis, turning accounts with no prior social presence into active, engaged communities.
- Built content strategies and brand voices from scratch for each client, using client conversations, audience research, and competitive analysis to define content pillars, personas, and tone.
- Presented quarterly performance reviews directly to clients, using Hootsuite analytics to recommend strategy shifts, test new content approaches, and align on service priorities — contributing to an 82% client renewal rate.
- Planned and executed month-long campaigns around industry calendar moments and seasonal milestones, creating targeted content series that outperformed standard posting periods in engagement and reach across the portfolio.
- Conducted SEO audits and optimized client site copy, expanding search presence and inbound leads beyond social.

Anna Museo

Jul. 2023 – Oct. 2024

Social Media Coordinator

Queens, New York

- Co-developed the brand voice, creative direction, and customer personas alongside the founders, researching competitor positioning and audience demographics to establish a quiet luxury tone, content pillars, and recurring content series for the Instagram launch.
- Produced short-form video, color-graded photography, and graphic assets using Photoshop, Premiere Pro, and After Effects for the brand's pre-launch content library.
- Built a 6-month content calendar, brand guidelines, and digital asset system that improved team efficiency and streamlined workflows.
- Wrote SEO-optimized blog content and designed website mockups to improve organic visibility and site performance.

Amsive Digital

Jan. 2022 – May 2022

Digital Marketing Intern

NYC, New York

- Increased organic traffic by 40–82% and elevated Domain Rating for high-profile clients—including Paula's Choice, The Kitchn, Angi, and Ideal Image—by establishing content pillars and authoring SEO-optimized content (blogs, articles, & product descriptions).
- Utilized Google Analytics, SEMrush, and Moz Pro to conduct SEO audits, analyze monthly KPI performance, and optimize paid search spend by reallocating budget toward high-converting keywords.

EDUCATION

Hunter College

May 2019

Bachelor of Arts in Economics

New York, NY

PROJECTS

[Project Aimee](#) | [Social Media Brand](#)

- Built and scaled a community of 13,500+ followers and generated 60 million+ views across TikTok and YouTube by repurposing long-form content into short-form clips.
- Amassed 86 million+ impressions, 2.5 million+ engagements, 1.4 million+ hours of watch time, and 732,000+ profile visits by analyzing audience data to identify viral segments, create engaging hooks, and tighten narrative structure.

CERTIFICATIONS, SKILLS & TECHNOLOGIES

- **Certifications:** Google Analytics Certification (GA4); HubSpot Digital Marketing Certification
- **Skills:** Strategy, Social Media Management, Campaign Management, Brand Strategy, Data Analysis, A/B Testing, Copywriting, Video Production, Graphic Design, SEO, Project Management, Competitive Analysis, Content Creation, Content Strategy, Trend Analysis, Brand Management, Content Optimization, Analytics Reporting, Digital Marketing, Market Analysis, Market Research, Web Analytics, Digital Advertising, Marketing Strategy, Brand Development, Community Management, Content Marketing.
- **Platforms:** Instagram, TikTok, LinkedIn, X, YouTube, Threads, Reddit, Meta Business Suite.
- **Technologies:** Adobe Premiere Pro, After Effects, Photoshop, InDesign, Canva, CapCut, Figma, Google Analytics, Google Search Console, Google Ads, SEMrush, MozPro, Sprout Social, Hootsuite, Asana, Dash Hudson, Jira, Trello.