



John Chiappone

Contacts

- +1 916 996 6367
- jchiappone4@gmail.com
- Rocklin, CA 95677

Skills

- Adobe Creative Suite
- Davinci Resolve
- Photography
- Videography
- Staff Management
- Excel spreadsheets
- Excellent Communication
- Data Entry
- Google Workspace
- Organization
- Time Management

Education

- 2015 - 2017
Sierra College, Rocklin, CA
- 2011 - 2015
High School Diploma
Whitney High School, Rocklin CA

June 2022 - Present

Social Media Manager & Content Creator

Experienced Social Media Manager, specializing in creating, implementing, and optimizing social media strategies for companies and brands. Proficient in creating high-quality content that delivers upon clients' core messages and values through to their audiences utilizing engaging content, professional-grade photography and videography, all while maintaining each brand's specific identity and feel across multiple social media platforms.

- Create plans and strategies for cohesive content across Instagram, Tiktok & Youtube.
- Planning, scheduling, and executing photo and video shoots
- Editing and delivering high-quality content to platforms
- Utilizing Emails and Blog posts to help drive and support content on other platforms
- Managing Ad campaigns; creating goals and target markets for Ad campaigns
- Able to create, edit, and deliver content made for various forms of media and different platforms

March 2022 - Present

Dutch Bros Gold Country, CA - Shift Lead

- Delivered superior training and leadership to teams to boost performance and help team members achieve performance targets.
- Prepared shift summary reports for supervisor and communicated regularly on goals and progress.
- Evaluated employee skills and knowledge regularly, trained and mentored individuals with lagging skills.
- Maintained a safe working environment by observing safety procedures, policies and regulations.
- Responded to and resolved customer questions and concerns.

June 2021 - March 2022

Dutch Bros Gold Country Auburn, CA - Head Manager

- Assisted with process improvement by identifying operational issues, suggesting potential solutions and supporting implementation.
- Engaged in urgent or escalated issues with customers or co-workers to provide appropriate direction and resolution.
- Coached and supervised team members to outline clear job expectations and conduct reviews.
- Built collaborative relationships with key company leaders to solve challenges and elevate service based on customer feedback.
- Brainstormed and developed sales strategies to achieve short and long term sales revenue objectives.
- Held monthly meetings to create plans and workshops to drive successful business and employee growth.
- Monitored Store Profits and made calculations based on sales to determine staffing requirements
- Maintained spreadsheets for product ordering

February 2020 - June 2021

Dutch Bros Gold Country Auburn, CA - Assistant Store Manager

- Managed opening and closing procedures and recommended changes to enhance efficiency of daily activities.
- Coached employees on product creation, customer service techniques, significantly increasing customer satisfaction ratings.
- Interviewed, hired and trained staff associates and equipped to comply with company policies and procedures.
- Reduced company expenditures and met budget targets by closely monitoring, tracking and controlling

August 2018 - February 2020

Dutch Bros Gold Country Rocklin, CA - Content Creator

- Applied current editing and photography tools to tell great stories.
- Wrote quality content for Social Media, enabling visitors to quickly obtain information.
- Created dynamic graphics and pieces to increase social media traffic.
- Strengthened content through proofreading and editing.
- Identified target audiences to analyze characteristics, behavior and media habits.
- Photographed high-quality images for social media channels
- Planned and prepared for on-location shoots
- Archived photographs on computers and servers.
- Used After Effects to edit footage into correct order and add effects.
- Edited videos and rearranged shots to match creative or production requirements.

Dutch Bros Gold Country Auburn, CA - Shift Lead - June 2019 - February 2020

Dutch Bros Gold Country Rocklin, CA - Broista - June 2017 - June 2019