



John
Chiappone
Social Media
Creator

John Chiappone

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EDUCATION AND PROFESSIONAL DEVELOPMENT

Sierra College

SOFTWARE AND SPECIALIZED SKILLS

Adobe CS

Photoshop

InDesign

Illustrator

Premiere Pro

Lightroom

Davinci Resolve Studio

ChatGPT

WordPress

Google Workspace

Metricool

MailChimp Newsletter

Notion

Media Encoder

MS Visual Studio

Photography

Videography

Freelance Social Media Manager, Content Creator, Photographer

01/2022 – Present

JC Media LLC

I created an LLC to build a freelance social media management business. The goals are to help clients create a cohesive online brand and identity that matches their business objectives. Responsibilities include curating and monitoring clients' social feeds and ensuring a solid audience reach—planning photo/video shoots and editing based on clients' needs and goals. I developed skills to pitch, develop, shoot, and edit professional short and long-form videos for multiple platforms and create engaging copy and tags to optimize SEO for engagement. Tracking and analyzing metrics across social channels ensures my projects meet the required marks.

PROFESSIONAL EXPERIENCE

Client - JG Graphics

July 2022 - January 2024

Grew JG GRAPHICS Social Media following by over 1,000 and maintained a 10% engagement rate. Curated content across three social channels, ensuring a cohesive online brand identity. Tracked, analyzed, and reported weekly analytics and KPIs to Metricool management. Pitched, developed, and produced short video content for Instagram Reels and TikTok presence. Wrote copy for business social posts, maintaining a 100% grammatical accuracy rate. Collaborated with the business's marketing team to design organic and paid media campaigns. Utilized ChatGPT in development of content strategies.

Client - Farmstand Lemonade

July 2023 - September 2023

Curated content across three social channels, ensuring a cohesive online brand identity. Tracked, analyzed, and reported weekly analytics and KPIs to the client using Metricool. Worked with the client to find methods to express goals and reach their audience demographic. Produced short Instagram Reels video content and wrote copy for social media posts.

Dutch Bros Gold Country - Content Creator

August 2018 - February 2020

Photographed employees from different coffee stands showcasing the Dutch Bros brand while producing interest in seasonal products. I worked with owners to identify and analyze the target audience's characteristics, behavior, and media habits. Used several tools, including After Effects and other Adobe CS, to enhance photos/videos—managed back-end photography storage and archiving.

Dutch Bros Gold Country, Head Manager (2021-2022)

Dutch Bros Gold Country, Assistant Manager (2020 –2021)

Dutch Bros Gold Country, Content Creator (2018 – 2020)

Dutch Bros Gold Country, Broista (2017 – 2020)