





ABBY DENORA CARDINALE

DIGITAL MARKETING + SOCIAL MEDIA STRATEGY

CONTACT

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SUMMARY

8+ years of experience working for global retail brands with a focus on managing native social content and large-scale influencer campaigns, always keeping industry trends and a culturally relevant mindset at the forefront

STRENGTHS

- Social Planning
 - Content Briefing
 - Influencer Marketing
 - Agency Management
 - Media Partnerships
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EDUCATION

Philadelphia University
B.S., Fashion Industry Management
Summa Cum Laude

WORK EXPERIENCE

Manager, Global Social Media Esprit

June 2023-June 2024

- Owned strategic briefing for organic social campaigns across Instagram, Facebook, TikTok, Pinterest and LinkedIn with a global combined audience of 4M
- Managed growth of Instagram platform, resulting in a 249% increase of followers in 2023
- Created cross-functional process with both US and EMEA marketing, merchandising, and e-commerce teams to ensure all revenue driving initiatives correctly come to life on all social platforms—establishing tonality, goals and KPIs
- Oversaw influencer campaigns across US and EMEA, driving brand awareness and conversion
- Managed Global Community Manager, overseeing all community based needs
- Created weekly and monthly reports including strategy and data driven insights and creating further action items
- Managed and helped lead execution of social branded content in partnership with graphic design and copy leads

Assistant Manager of Brand Engagement

Old Navy

September 2020-May 2023

- Supported the Senior Manager of PR & Influencer Relations and Manager of Digital & Social Media, ensuring cross functional alignment for key initiatives
- Owned strategic briefing for organic social campaigns across all platforms with a combined audience of 12M
- Executed 15 successful influencer campaigns in 2022, garnering 2.7M impressions—overseeing casting, briefing, content creation, and full funnel paid media support
- Led production for Instagram Live Shopping events, managing talent, product, and technology while working cross functionally with styling, merchandising, and web development teams, driving over 300k shoppers to Instagram in 2022
- Conducted relationships with key agency partners such as Alison Brod Marketing + Communications, The Martin Agency, Collectively Inc., INF Influencer Agency and PMG Worldwide
- Assisted with sponsored editorial content creation with partners such as PopSugar, WhoWhatWear, theSkimm, BDG brands, etc.
- Managed all social planning and analytical platforms such as Dash Hudson, Opal, Airtable and Miro

Assistant Manager of Public Relations

LOFT + Lou & Grey

September 2016-July 2020

- Owned influencer engagement—identifying talent, negotiating rates, executing contracts, retaining assets
 - Utilized strong relationships with digital press connections to pitch monthly product placement stories for LOFT, LOFT Plus, and Lou & Grey
 - Assisted with all seasonal campaign events for LOFT and Lou & Grey, including the launch of LOFT Plus
 - Managed tracking of press and influencer placements, PR budget, editor requests, giftings, and celebrity agency and global franchise needs
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