

# ABBY DENORA CARDINALE

DIGITAL MARKETING + SOCIAL MEDIA STRATEGY

## CONTACT



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New York, NY

## SUMMARY

10+ 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 & Strategy
- Content Briefing
- Influencer Marketing
- Agency Management
- Media Partnerships
- Social Planning Platforms: Dash Hudson, Opal, Airtable, Miro

## EDUCATION

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

## WORK EXPERIENCE

### Social Media, PR, and Creator Marketing Strategist

Freelance

November 2024-Present

- Manage social strategy, content creation, influencer partnerships, and public relations for clients, including Bulova (current) & Fresh Clean Threads (current)
- Fresh Clean Threads: Own women's influencer program across Instagram & TikTok, growing brand awareness & reach
- Bulova: Own influencer and partnership activations to amplify reach across Instagram, TikTok & YouTube. Managed organic social strategy, briefing, content calendar, and press releases
- Sherri Denora Studio: Create Instagram and Facebook content to promote Etsy business and grow community
- Wick & Pour: Created and managed engaging content for Instagram & TikTok, aligned with trends and brand goals. Led all influencer partnerships

### 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, resulting in a 249% increase of followers in 2023
- Created cross-functional process with both US and EMEA teams to ensure all revenue driving initiatives correctly come to life on all social platforms
- Oversaw influencer campaigns across US and EMEA, driving brand awareness and conversion
- Managed Global Community Manager, overseeing all community based needs
- 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 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.

### 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