

ABBY DENORA CARDINALE

DIGITAL MARKETING + SOCIAL MEDIA STRATEGY

CONTACT



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New York, NY

SUMMARY

9+ 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)
- Bulova: Own organic social strategy, briefing, and content calendar across all platforms. Manage PR press releases, inquiries, and events in collaboration with the PR agency. Support influencer and partnership activations to amplify reach and engage new audiences
- Sherri Denora Studio: Create Instagram and Facebook content on an as-needed basis to promote art business and grow community
- Wick & Pour: Created engaging static and video content for Instagram and TikTok, aligned with trends and brand goals. Managed the social calendar and led all influencer partnerships to drive brand awareness

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