



JENEEN SCOLARO

SOCIAL MEDIA MANAGER & CONTENT CREATOR

CONTACT

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jeneenscolaro.me

EDUCATION

ASSOCIATES DEGREE BUSINESS ADMINISTRATION

MIAMI-DADE COLLEGE

SEP 2018 - JUN 2020

ELECTROLOGY & LASER TECHNICIAN

Florida Academy of Medical Aesthetics

DEC 2020 – JUN 2021

ESTHETICIAN

Florida Academy of Medical Aesthetics

JUL 2020 – NOV 2020

SKILLS

Social Media Management

Social Listening

Content Creation

Influencer & Partnership Negotiations

Budget Management

Customer Service

Canva

Digital Marketing

Paid Social Campaigns

Analytics and Data Interpretation

Energetic and forward thinking professional skilled at the intersection of beauty and digital marketing. With a passion for social media and content creation, I possess a unique lens into developing marketing strategies and engaging content creation.

WORK EXPERIENCE

FOUNDER/CONTENT CREATOR

Styled By Jeneen

MAR 2016 - PRESENT

- Produced high-quality visual content, including hair tutorials, skincare routines, and product reviews, resulting in a series of videos gaining over 5.2M views.
- Successfully launched a boutique hair care brand from inception, strategically leveraging social media platforms to build a robust clientele base.

SOCIAL MEDIA MANAGER

Solea Brickell Spa

APRIL 2021 - JANUARY 2022

- Spearheaded integrated social strategies, elevating the spa's digital presence and engagement rate by over 56% percent.
- Crafted and launched a series of targeted social campaigns that showcased our unique product lineup & treatments resulting in 33% increase in bookings and client retention.
- Lead all partner & influencer collaborations throughout all the social channels for the spa.

SOCIAL MEDIA MARKETING MANAGER

R Media

AUG 2019 – JUN 2022

- Developed cross-platform social media campaigns, tailoring content to diverse audiences and boosting engagement rates.
- Steered the creative direction for daily posts, stories, and videos, ensuring brand consistency and audience relevance.
- Analyzed performance data to inform future strategies, optimizing our approach for peak campaign performance.