



CONNECT WITH ME

✉ briannaclimongello@gmail.com

🌐 www.bclcreative.com

📞 +732-832-5304

📍 Monmouth County, New Jersey

CONTENT & SOCIAL EXPERIENCE

Social Media Designer & Content Strategist | Self-Directed

- Grew a Pinterest presence to 200K+ monthly views through organic content strategy, SEO, and trend-driven visual content
- Develop high-performing social content optimized for discoverability, engagement, and audience growth
- Analyze impressions, saves, clicks, and content performance to identify trends and refine creative strategy
- Build cohesive visual systems and platform-specific content across social channels

Short-Form Video Content Creator | TikTok & Lemon8

- Created visually-driven short-form video content aligned with platform trends
- Produced content used in platform advertising campaigns
- Built engaged audiences through consistent branding and storytelling

SKILLS & COMPETENCIES

Digital Marketing • Social Media Strategy • Content Strategy • SEO Audience Analytics • Brand Development • Creative Production Project Management • Budget Management • Adobe Creative Cloud Wix • Web Design • Video Editing

BRIANNA LIMONGELLO

DIGITAL MARKETING & CONTENT SPECIALIST

SOCIAL MEDIA, BRANDING & GROWTH

I'm a creative marketer who likes to know not only what makes people stop scrolling, but what makes them engage. With a background in visual communications, digital marketing, and creative production, I blend creative instinct with audience insights to build content that performs—including growing an organic social presence to 200K+ monthly views.

PROFESSIONAL EXPERIENCE

THE TIGGER STAVOLA FOUNDATION, GRAPHIC DESIGNER

NOVEMBER 2024 – JANUARY 2025

- Rebranded the Foundation's Partner School Program, developing a cohesive visual identity for an initiative that has reached 112,000+ students across 18 New Jersey counties
- Led event branding and invitation design for two of the Foundation's largest events, each welcoming 100+ attendees
- Develop digital, print, and presentation materials supporting fundraising, community outreach, school partnerships, and donor engagement
- Design and maintain user-friendly web experiences aligned with the Foundation's evolving brand and mission

SPOT CREATIVE, PRODUCER

AUGUST 2024 - PRESENT

- Oversee multiple concurrent creative projects, with 5+ active productions at a time, managing timelines, budgets, deliverables, and client communication from pre-production through final delivery.
- Manage project budgets ranging from \$3K to \$100K+, tracking production needs and resources to keep projects on scope and schedule
- Coordinate production teams and crews ranging from 5–20 people, aligning creative, client, and logistical needs across all phases of production
- Manage multi-format project deliverables, with select productions requiring 8+ final assets across video, digital, social, and event applications
- Partner with clients, creatives, and stakeholders to translate brand goals into high-quality visual storytelling and campaign deliverables

THE KEN TIETJEN MEMORIAL FOUNDATION, WEB DESIGNER

MARCH 2024 - MAY 2024

- Led the redesign of 8 website pages in Wix, modernizing the nonprofit's digital presence and creating a more cohesive, user-friendly experience
- Reorganized site structure and navigation to improve content hierarchy and make key resources, including volunteer opportunities, easier to discover
- Collaborated with social media and PR teams to align website content, visual design, and messaging across the organization's digital presence

EDUCATION

STOCKTON UNIVERSITY

BACHELOR OF FINE ARTS IN VISUAL COMMUNICATIONS

GALLOWAY, NEW JERSEY | 2017 - 2021