

# ANTGALASSO.

## CONTACT.

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[www.antgalasso.com](http://www.antgalasso.com)

## EDUCATION.

Rutgers University  
B.A. Journalism & Media  
Studies; Minor in Sociology

## TRAITS & SKILLS.

Personal  
Creative  
Entrepreneurial  
Meticulous  
Trustworthy  
Organized  
Team Friendly

Professional  
Creative Direction  
Creative Strategy  
Creative Copywriting  
Campaign Concepting  
Content Marketing  
Social Media Management  
Email Marketing  
Community Management

Technical  
Microsoft Office  
Photoshop  
Social Media

## ACCOMPLISHMENTS.

Jersey's Best by NJAdClub  
Named one of NJ's top  
marketers under 40 in 2022.

## OBJECTIVE.

With over a decade of experience in digital marketing, I connect brands with their top customers using my strategic, coffee-fueled approach to copy, content, campaigns, and creative.

## EXPERIENCE.

Associate Creative Director, AGAIN Interactive // Morristown, NJ  
August 2014 - Present | [www.againinteractive.com](http://www.againinteractive.com)

- Lead and contribute to creative ideation sessions in pursuit of goal-oriented work
- Manage and mentor creatives to develop clean, clever, attention-grabbing campaign deliverables
- Research and develop strategic insights for branded campaigns, content strategies, and communications
- Shape and pitch business-building creative concepts to internal and external stakeholders
- Generate copy and concepts for social, paid media, video, podcasts, email, web, and more
- Create forward-thinking agency POVs and reports on the state of advertising
- ★ Promoted to Associate Creative Director, 2024
- ★ Promoted to Creative Strategist, 2021
- ★ Promoted to Content Director, 2017
- ★ Promoted to Senior Copywriter, 2016
- ★ Started as Copywriter, 2014

Content Manager, BFG Communications // New York, NY  
July 2013 - July 2014

- Managed social media campaigns via monthly content creation and community management
- Increased client's combined social following by 32% in four months, boasting a 96% positive sentiment rating
- Identified and capitalized on social and tech trends

Social Media Manager, Stunt Double Media // Trenton, NJ  
January 2013 - July 2013

- Managed social media campaigns via monthly content creation, community management, and analytics
- Wrote social content, promotional copy, product descriptions, longform content, and more
- Wrote and promoted articles for a men's lifestyle blog, generating 500,000+ impressions in five months