

Gianna DAconti

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PROFESSIONAL SUMMARY

Digital Marketing and Content Coordinator with 10+ years of experience developing, coordinating, and distributing digital content across social media, YouTube, websites, and marketing channels. Experienced in social media management, content strategy, campaign coordination, audience engagement, video editing, SEO, content calendars, performance analytics, and brand communications. Skilled at using audience insights, engagement metrics, and digital trends to optimize campaigns, strengthen brand presence, and drive audience growth. Combines creative content production with technical expertise in digital platforms, analytics, UI/UX, and emerging technologies.

TECHNICAL SKILLS

Digital Marketing: Digital Marketing Strategy, Social Media Management, Content Strategy, SEO, Campaign Coordination, Audience Engagement, Brand Awareness.

Analytics & Optimization: KPI Tracking, Marketing Analytics, Performance Reporting, A/B Testing, Audience Insights, Trend Analysis.

Content & Creative: Content Creation, Content Calendars, Video Production, Video Editing, Graphic Design, Storytelling, Brand Development

Platforms & Tools: Meta Business Suite, YouTube, Canva, Adobe Creative Suite, DaVinci Resolve, Microsoft Excel, Salesforce, Figma, Slack.

PROJECTS

The Car Club App

Richmond, Virginia

Product Designer & Frontend Developer

Jan 2025 – Present

- Designed a social platform for automotive enthusiasts focused on community engagement, event discovery, and media sharing.
- Created mobile-first UI concepts, interactive social features, and modern interface layouts inspired by luxury automotive branding.
- Built frontend experiences using React, TypeScript, Tailwind CSS, and Supabase.
- Designed branding assets, promotional materials, onboarding flows, and social media marketing campaigns.

ChefGPT

Richmond, Virginia

Ui/Ux Designer & Full Stack Developer

Jan 2024 – Nov 2024

- Designed and developed a responsive AI-powered cooking assistant focused on intuitive user experience and clean interface design.
- Integrated OpenAI APIs to create personalized and engaging conversational experiences.
- Designed branding, visual identity, and interface aesthetics inspired by retro 8-bit gaming styles.

PROFESSIONAL EXPERIENCE

Fiat Ministry Network

Geneva, Ohio

Studio Production & Digital Content Manager

Mar 2016 – Jul 2024

- Produced, edited, and distributed digital video content for YouTube, websites, and other social media platforms.
- Managed end-to-end content production for 100+ live and recorded broadcasts while maintaining brand consistency.
- Researched trending topics and developed new show concepts that increased audience engagement by 35%.
- Managed website updates, YouTube uploads, and social media distribution, expanding digital reach by 70%.
- Coordinated production schedules, publishing timelines, and ongoing content calendars.
- Monitored audience engagement and viewer feedback to improve future content performance.
- Collaborated with writers, hosts, editors, and production staff to deliver high-quality multimedia content under tight deadlines.

Faith Life Family, LLC Custom Apparel

Chesterfield, Virginia

Media Producer & Marketing Specialist

Aug 2014 – Jul 2024

- Planned, created, and distributed branded content across websites and social media platforms.
- Produced commercial videos from concept through postproduction, increasing campaign engagement by 60%.
- Coordinated product photography and digital assets for marketing campaigns reaching 10K+ users.
- Developed promotional content aligned with brand guidelines for conferences, digital advertising, and social campaigns.
- Executed content calendars and scheduled social media campaigns that increased follower growth by 60%.
- Analyzed campaign performance and audience engagement to refine future marketing strategies.

Owens & Minor

Richmond, Virginia

Customer Service Representative/Client Engagement Specialist

Jan 2022 – Aug 2022

- Resolved 200+ customer inquiries weekly using Salesforce and Microsoft Suite, achieving a 92% first-contact resolution rate.
- Streamlined order management and credit processing workflows, reducing issue resolution time by 25%.
- Served as a liaison between clients and internal departments, improving service delivery and satisfaction scores by 30%.

Estes Express Lines

Richmond, Virginia

Customer Care Agent

Feb 2019 – Jan 2022

- Delivered customer support across chat and phone channels using platforms including Zoom, Citrix, Cisco and Skype, handling 200+ interactions daily.
- Navigated multiple systems such as Salesforce CRM, AS/400, Microsoft Office Suite to resolve inquiries with 90% accuracy and a 95% compliance rate with quality assurance standards.
- Built rapport with customers through professional, empathetic communication, contributing to a 30% increase in customer satisfaction scores.
- Met key performance metrics including first-contact resolution, call handling time, and customer retention.
- A Contributed process improvement ideas that enhanced team productivity and reduced service delays by 20%.

EDUCATION

University of Richmond

Richmond, Virginia

Full Stack Web Development Certificate

Graduated, January 2025

- **Concentrations:** MERN Stack Development, API Integration, and Interactive UI/UX.
- **Related Coursework:** Data Structures & Algorithms, Objects & Design, Computer Coding & Programming, Machine Learning, Artificial Intelligence, Object-Oriented Programming, AR/VR/XR Developer.

HubSpot Academy

Richmond, Virginia

Digital Marketing Certification

Graduated, August 2026

- **Focus Areas:** Digital Marketing Strategy, Content Marketing, Social Media Marketing, Email Marketing, Search Engine Optimization (SEO), Lead Generation, Inbound Marketing, Digital Advertising, Marketing Analytics & Reporting.
- **Key Skills:** Content Strategy, Audience Engagement, Omnichannel Marketing, Website Optimization, Keyword Driven Content, Campaign Strategy, Performance Measurement, A/B Testing, and Data Driven Marketing.

LEADERSHIP & ACTIVITIES

Software Engineer

Richmond, Virginia

Final Class Project – University of Richmond Full Stack Development Bootcamp

Nov 2024 – Jan 2025

- Led a team of five developers in designing and deploying a full-stack web application using the MERN stack and conducted code reviews, earning top recognition from instructors.

Augmented Reality & Mixed Reality Developer

Richmond, Virginia

Independent Creator

April 2020 – Present

- Designed immersive augmented reality and mixed reality experiences focused on interactive user engagement.
- Created custom AR filters, interactive visual effects, and spatial user experiences using Lens Studio and Effect House.
- Applied principles of interaction design, motion design, and visual storytelling to increase user engagement across social platforms.
- Recognized as a multi-award-winning AR creator for innovative digital experiences and creative interaction design.