

The cover features a central white rectangular box with rounded corners and a thin black border. Inside this box, the word "Creative" is written in a large, elegant, black cursive script, and the word "PORTFOLIO" is written below it in a bold, black, uppercase sans-serif font. The background is a light beige color, decorated with various colorful, abstract, hand-drawn shapes in shades of purple, pink, yellow, and teal. On the left side, there are six black circular punch holes, suggesting the notebook is spiral-bound.

# *Creative* PORTFOLIO

Kiara Caverro | 2025

# Biography

**KIARA CAVERO**

*I'm an ambitious and creative digital marketer with a serious addiction to social media. I have a sharp eye for trends and love using my creative to build content that not only grabs attention but drives real engagement. Recent first-generation graduate with a degree in Marketing and a concentration in Digital Marketing. I've built a strong foundation through a mix of hands-on internships, academic projects, and self-led creative work.*

*I'm always looking for ways to get my hands dirty. Let's create something great.*

# Skills & Certifications



**B.B.A, MARKETING**



Harvard Excel Spreadsheet Modeling



Google Analytics



Google Ads Search



Hootsuite Social Media Marketing



Hootsuite Platform



HubSpot Digital Marketing



HubSpot SEO



HubSpot Email Marketing



LinkedIn Learning Canva Training



 Suite

 Office

 slack

 asana

 salesforce

 Meta  
Business Suite

 Canva

 Google  
Analytics

 Hootsuite





# My Work

*I'm the full package, but here's where I really shine.*

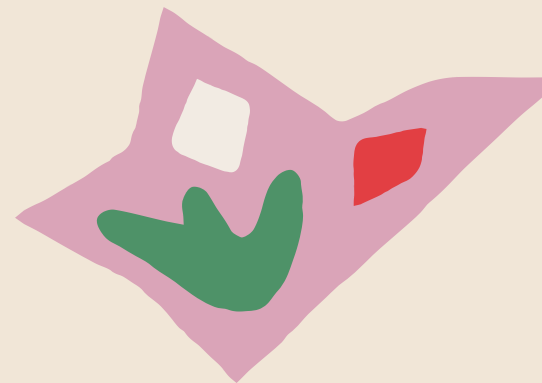
**Social Media  
Marketing**



**Email  
Marketing**



**SEO & Web  
Development**



**Creative  
Strategy**



**Experiential  
Marketing**

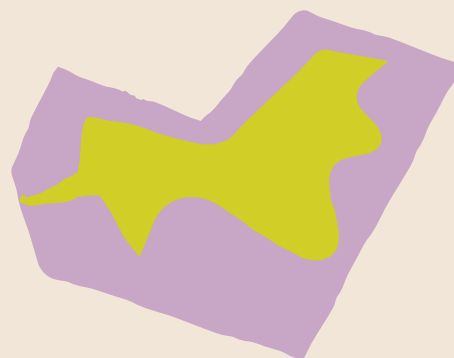
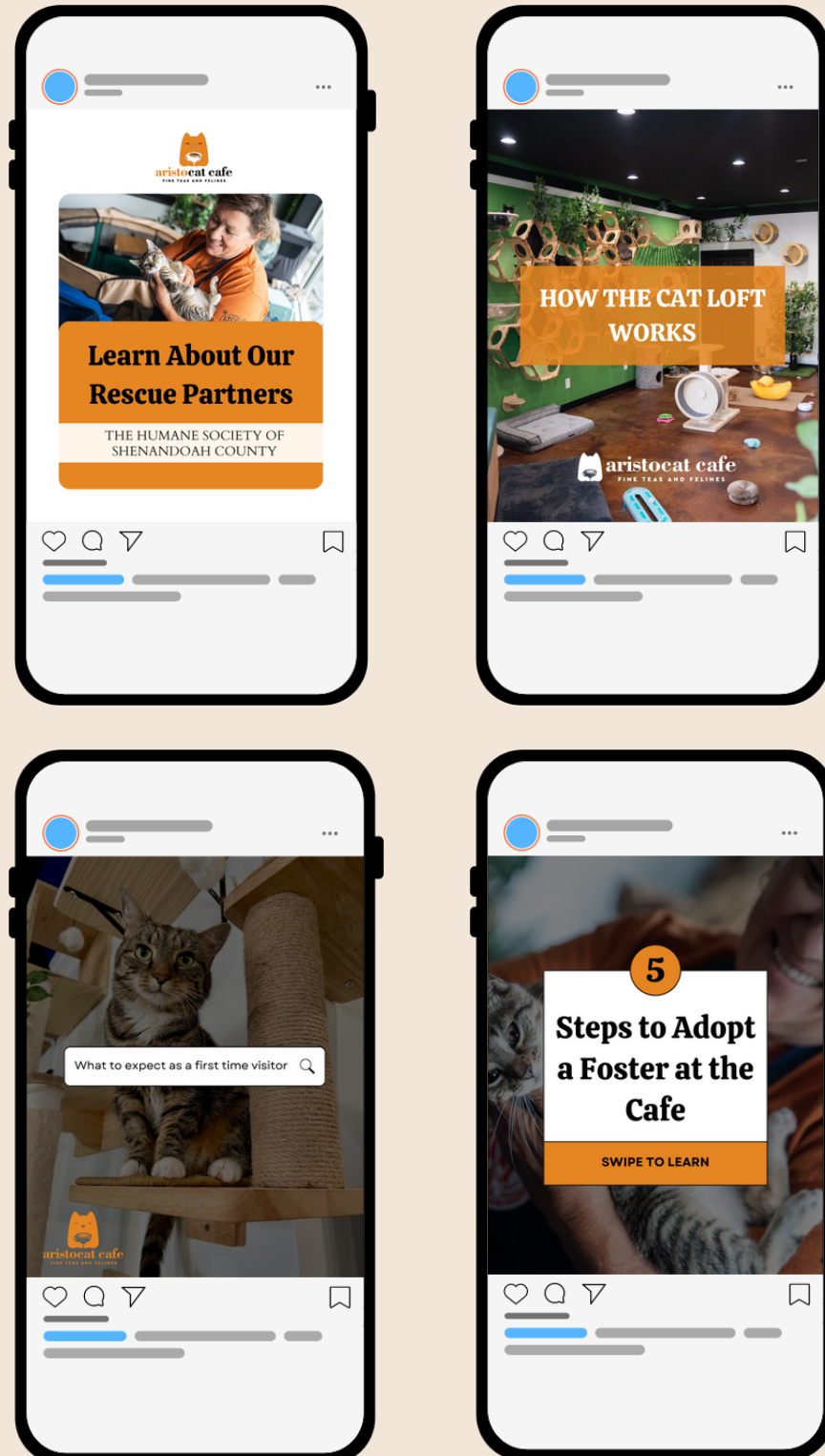


# SOCIAL MEDIA MARKETING



## Aristocat Cafe

Developed a comprehensive social media marketing plan for a local cat cafe. Conducted a competitor audit of the cafe's three closest competitors using Excel to identify strengths, gaps, and opportunities. Created three targeted campaign concepts, each tailored to a specific audience segment. Built a strategic content calendar and scheduled posts using Hootsuite, producing a mix of campaign specific and evergreen content to drive engagement, increase brand awareness, and support the clients overall business goals.

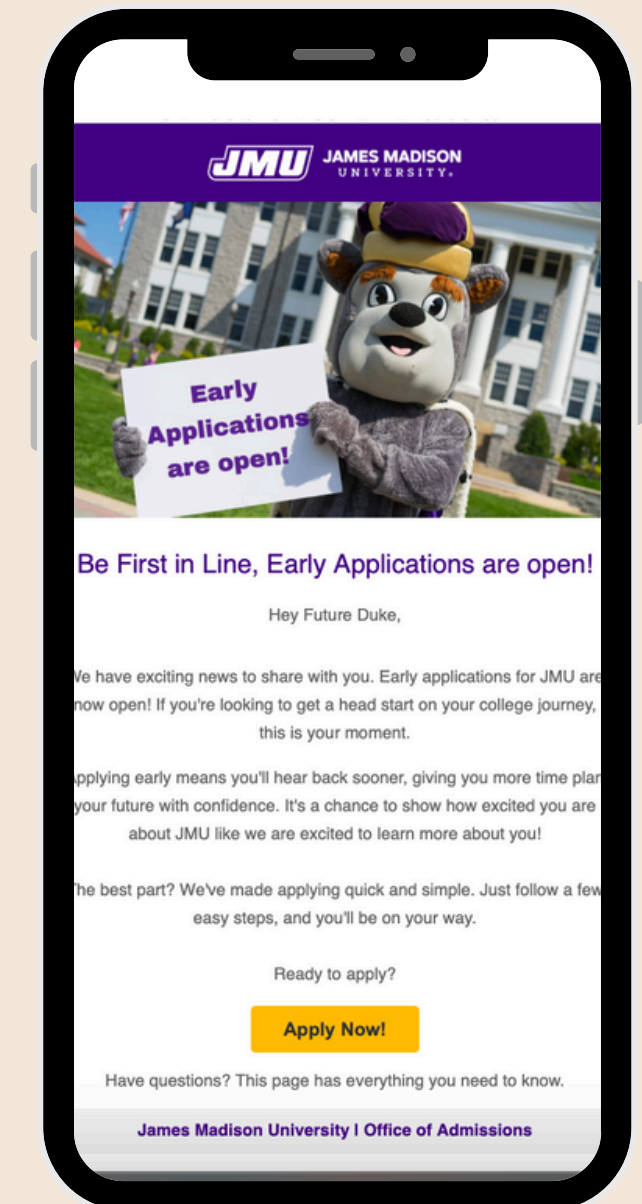
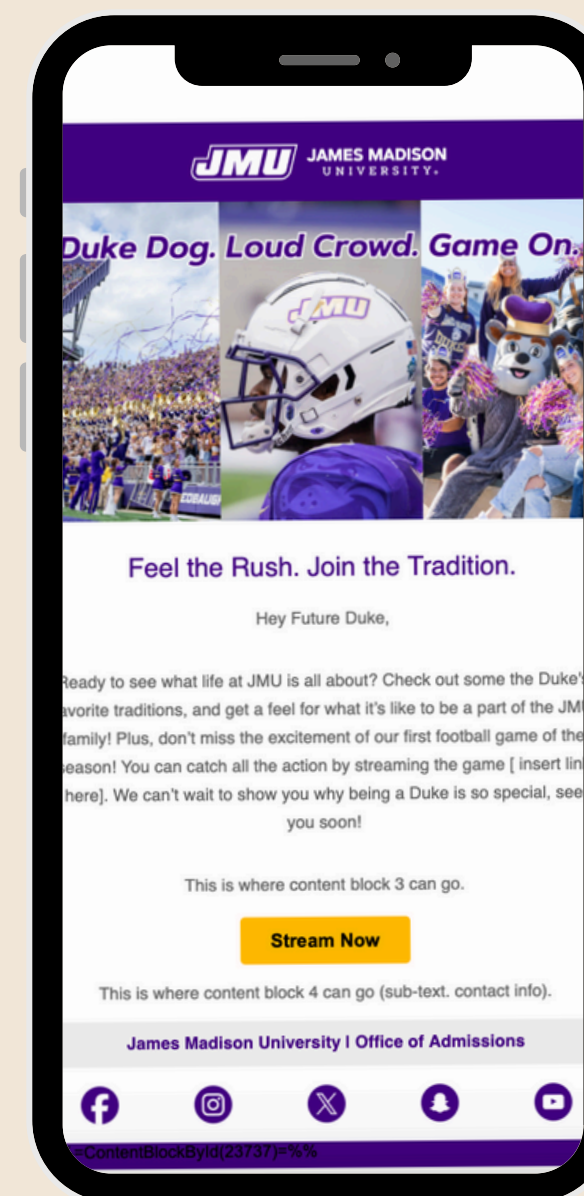


# EMAIL MARKETING

## James Madison University's Office of Admissions

Created an email drip campaign targeting prospective students with timely and action-driven messaging. Using Salesforce, I developed a series of emails aligned with key admission milestones such as application deadlines, deposit reminders, and other critical call to actions. I designed custom graphics and wrote compelling copy for each email to drive engagement and conversions.

Another aspect to my role was to create social media content. I strategically integrated it into the emails to boost engagement and brand consistency across platforms.



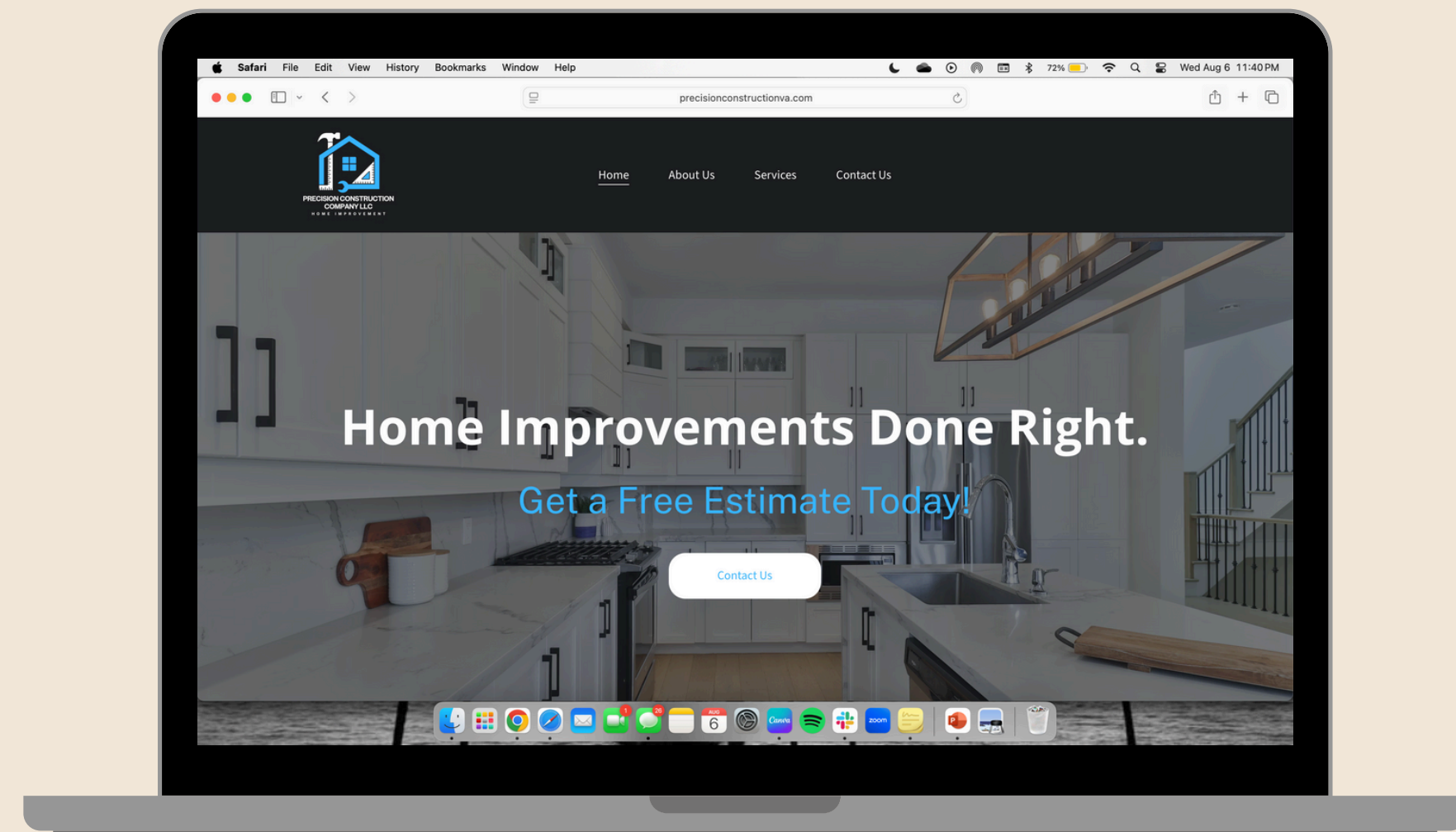


# SEO & WEB DEVELOPMENT

## Precision Construction Company LLC

Refined a small family owned business's logo and brand guidelines to establish a stronger, more cohesive visual identity. Designed and developed a user-friendly website using Hostinger, ensuring mobile a clean and professional layout that demonstrates their work. Wrote SEO-optimized website copy to improve visibility and support lead generation. Additionally, set up and optimized the company's Google Business Profile and integrated Google Analytics to track website and user behavior.

Check out [www.precisionconstructionva.com](http://www.precisionconstructionva.com)



# CREATIVE STRATEGY

## White Oak Lavender Farm

Crafted a full-funnel integrated marketing communications plan for a local winery aiming to boost wine sales and pack out their events. Leverage a multi-channel approach including paid media, out-of-home advertising, print, email marketing, and more. Driving traffic and attract the target audience based on geographic data. Created campaign messaging and designed promotional graphics using Canva, ensuring brand consistency across all platforms..



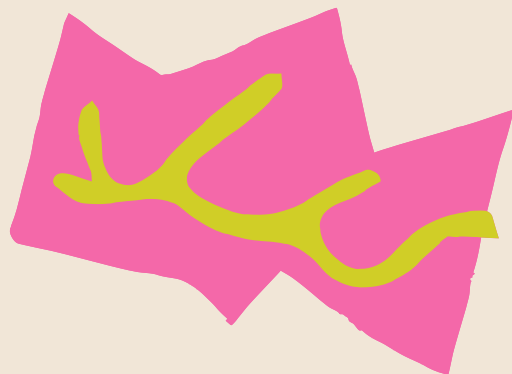


# EXPERIENTIAL MARKETING

## Celsius Holdings Inc.

Severed as a student marketing ambassador for CELSIUS with the goal of driving sales through project trial and increasing brand exposure on campus.

Planned and coordinated events in collaboration with student organizations and local businesses that attract a high volume of college students. Ensured a consistent and authentic brand image across all activations, from sampling events to partnerships, while engaging the target audience through creative outreach and strategic presence on campus.





# LIKE WHAT YOU SEE?

**Let's create impactful campaigns that blend strategy with creativity and turns ideas into results.**

*Let's create something great!*

**Feel free to reach out!**



703-627-8722



[www.kiaracaverocom](http://www.kiaracaverocom)



[kiarajadecavero.com](mailto:kiarajadecavero.com)



Kiara Caverro | 2025