

ESTER D'OTTAVIO

SOCIAL MEDIA MANAGER | TEFL CERTIFIED TEACHER

CONTACT INFO

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Milano, Italy

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EDUCATION

Bachelor of Communication,
Media and Advertising

IULM University - Milan, Italy

2019 - 2022 Milan, Italy 4.0

Master's of Copywriting and
Advertising Communication

IULM University - Milan, Italy |

Miami Ad School - Miami

2022 - 2023

4.0

Tefl Level 5 - 168 hours

The Tefl Academy

2025-2025

SKILLS

Content Strategy Development

SEO Optimization

Video Editing

Graphic Design

Social Media Marketing

Analytics & Reporting

Copywriting & Storytelling

Branding & Content Consistency

Influencer Collaborations

Canva Expert

Dynamic Social Media Manager and TEFL Level 5 Certified Teacher with a unique blend of creative and educational expertise. A results-driven professional skilled in content creation, video editing, and digital marketing, I specialize in crafting compelling brand narratives and driving deep engagement across social platforms. With proven experience in leveraging brands through organic growth, I have successfully increased brand visibility and fostered lasting relationships with audiences without relying on paid advertising. My creative strategies consistently yield impactful results, making brands more relatable and memorable to their target markets.

As a dedicated and patient educator, I bring a passion for creating personalized, engaging lesson plans and digital learning environments that inspire students to thrive. With a proven track record of working effectively with children facing challenges such as autism and bipolar disorder, I excel at adapting my approach to meet diverse needs. My empathetic nature and commitment to making learning accessible and enjoyable have consistently led to transformative outcomes. Whether I'm driving social media success or nurturing young minds, my ability to connect with people and deliver meaningful results sets me apart. I am eager to bring my diverse skill set to a forward-thinking organization where creativity, passion, and impact are valued.

WORK EXPERIENCE

Social Media Manager

Dimitri Daleno S.r.l. October 2024 -

current / Milano, Italy

- Dimitri Daleno Personal Page: Grew Instagram followers from 140K to 220K in 5 months. Increased Instagram reach by 1,294.2%, achieving 101.2 million impressions. Boosted Instagram engagement by 426.7%, with 740.7K account interactions. Increased Instagram followers by 44.9%, bringing the total to 218.1K. Drove TikTok growth to 1.6 million followers, amplifying content visibility. YouTube growth: Gained 7.8K new subscribers, reaching 100K total subscribers and 2.5 million views.
- Dimitri Daleno Jewelry: Grew Instagram followers from 0 to 5K in 5 months. Increased Instagram reach by 261.7%, achieving 3 M impressions. Boosted Instagram engagement with 15,956 K account interactions. Increased Instagram followers by 23.7%, bringing the total to 5,092K. Developed and executed data-driven social media strategies, boosting brand engagement across Instagram, TikTok, YouTube, Facebook, and LinkedIn. Designed and executed daily social media campaigns across Instagram,

CapCut Expert
Lesson Planning
Curriculum Development
Cultural Sensitivity & Adaptability
Language Proficiency (ESL, EFL)
TEFL Methodology

Work with children
Language Immersion Techniques
Adaptability & Flexibility
Video Production for Learning

- TikTok, and YouTube, significantly elevating audience engagement and brand visibility. Created and curated high-quality, engaging content tailored to the target audience, driving organic growth and brand loyalty. Analyzed social media performance data to optimize strategies, increasing reach, engagement, and overall platform success. Led live streaming sessions on TikTok, ensuring high-quality broadcasts and engaging real-time interactions, often serving as the camera operator during sessions. Collaborated with the team to monitor industry trends and competitors, adjusting strategies to maintain a competitive edge.

Social Media Manager

Stefan Jezycki Global Real Estate Advisor

October 2023 - current / Remote

- Develop and share engaging daily content on Instagram, Facebook, LinkedIn, and YouTube, boosting brand visibility by 30%.
- Crafted tailored social media strategies for the real estate sector, boosting leads by 30% and engagement by 50%.
- Optimized content strategy through performance metrics analysis, resulting in a 20% growth in engagement.

Marketing Internship

Engel & Völkers July 2023 - July 2024 / Napa, California

- Engineered and executed cutting-edge digital marketing strategies, amplifying property visibility across social media platforms by 40%.
- Developed impactful social media campaigns for Instagram, Facebook, and LinkedIn, driving engagement and brand consistency.
- Conducted market research to identify trends and customer preferences, contributing valuable insights to marketing strategies.
- Assisted with organizing and coordinating events, property showings, and other promotional activities.
- Collaborated with the marketing team to create newsletters, promotional materials, and email campaigns.
- Monitored and reported on the effectiveness of marketing campaigns through analytics and performance metrics.
- Contributed to the successful promotion of multiple high-profile properties, helping increase client inquiries and leads.
- Supported the growth of social media followers and engagement by applying effective content strategies and campaigns.
- Assisted in creating promotional materials that helped enhance Engel & Völkers' brand presence in the local market.

Assistant Store Manager

Guess

June 2022 - Jan 2023 / Milano, Italy

- Spearheaded targeted in-store marketing initiatives that boosted customer engagement by 30% and increased sales by 20% at Guess.
- Strengthened client relationships by analyzing needs, resulting in a 20% increase in sales of high-end offerings through personalized recommendations.
- Coordinated in-store marketing campaigns, achieving a 25% increase in foot traffic during seasonal promotions and product launches.
- Exceeded sales targets by 30% through strategic promotion and engagement, boosting luxury watch sales and client satisfaction.

English Tutor

Private Lessons

Jan 2022 - Jan 2023 / Milan, Italy

Implemented customized English lessons for a 16-year-old autistic student, boosting grammar proficiency by 30% and enhancing overall confidence. Developed personalized teaching methods to engage and educate a 13-year-old student with bipolar disorder, focusing on English grammar, literature, and homework assistance. Offered three weekly tutoring sessions for the student, focusing on homework, English comprehension, and reading analysis. Provided consistent academic support to the 13-year-old student, developing strategies to maintain focus and engagement while managing his condition. Developed and implemented customized English lessons for a 13-year-old student with bipolar disorder, focusing on grammar, literature, and homework assistance to promote academic progress and emotional well-being. Tailored teaching methods to the student's individual learning style, enhancing English comprehension, reading analysis, and overall academic performance. Provided consistent academic support through three weekly tutoring sessions, offering focused assistance on English grammar, literature comprehension, and homework, ensuring the student's success and confidence. Created and applied strategies to maintain focus, engagement, and emotional stability during lessons, helping the student manage the challenges of bipolar disorder while succeeding academically. Monitored and adjusted lesson plans to accommodate the student's condition, fostering a positive and supportive learning environment that improved academic results and boosted self-confidence.