



Contact Me

Atlanta, GA (Remote)

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LinkedIn: [linkedin.com/in/cattrestini](https://www.linkedin.com/in/cattrestini)

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Media Activations

Audio

- Radio, Streaming

Display/Native

- Banner Ads, Contextual Targeting

OOH

- Billboards, Bar/Restaurants, GSTV

Programmatic

- Bidtellec, StackAdapt, Tremor

Search

- Google Ads, DV360, GMB

Social

- Meta (Facebook, Instagram)
- LinkedIn
- Pinterest
- Reddit
- Snapchat
- TikTok
- Twitter (X)
- YouTube

Education

BA, Rutgers University New Brunswick, NJ

Comparative Literature, Visual Art

Associate Director / Sr. Paid Media Manager

Media Strategy • Paid Media Advertising • Media Planning and Buying

Performance Marketing leader with 10+ years of experience managing B2B and B2C campaigns with \$1M-\$25M budgets. Skilled in channel activation, paid media planning, and performance marketing across Audio, Display, OOH, Programmatic, Social, and Search. Proven ability to drive growth and ROI through data-driven strategies.

Work Experience

2018-Present

Paid Media Planner and Buyer

Trestini Marketing; Atlanta, GA (Remote)

- Contract: Supporting marketing agencies as a planner and buyer for paid media marketing campaigns across six media activations
- Clients: Home Depot, Colmet, Firehouse Subs, Goldfish, Dunkin'

2024

Paid Media Manager

Vaughn Harlow; Atlanta, GA (Remote)

- Contract: Retool Your School Campaigns across Meta, Snap, TikTok
- Clients: Home Depot

2023-2024

Associate Media Strategy Director

The Richards Group; Dallas, TX (Remote)

- Contract: Achieved performance-based media planning objectives across programmatic, search, social and custom programs (i.e. influencer marketing) collaborating with SMEs and vendor relations
- Clients: Colmet, Firehouse Subs, TMF

2023-2024

Paid Social Strategist

The Richards Group; Dallas, TX (Remote)

- Contract: Launched media buys for the Paid Social team on Meta (Facebook, Instagram) via Sprinklr compliance software and native
- Clients: Colmet, Firehouse Subs, TMF, Credit One Bank, UCHealth

2022-2023

Paid Media Manager

Mindsailing; Minneapolis, MN (Remote)

- Full-Time: Developed B2B Medicare campaigns with A/B tests, improving CPM and CTR by 50% across social and search MoM
- Clients: United Healthcare, Minnesota Department of Natural Resources (DNR)

Certifications

2023-2025

HubSpot Social Media Certified

2023-2024

LinkedIn Marketing Strategy

2022-2024

StackAdapt Platform Certified

2022-2024

HubSpot Inbound Certified

2022-Present

Sprinklr Brand Manager Pro

2022-Present

Reddit Fundamentals Certified

2022-Present

Snap Ads Manager Activation

Select Clients

Portfolio:

<https://catherinetrestini.com>



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Work Experience (continued)

2021-2022

Senior Paid Social Specialist

Butler/Till; New York, NY (Remote)

- Full-Time: Launched 60+ campaigns approved by legal for 3 pharmaceutical brands (\$2-25mm) and managed 8+ vendor relationships with partners Meta (FB/IG), Snap, and Swoop
- Top 10% in 1st performance review per Manager and Director as a result of mentoring junior team members, contributing to 8+ emerging social media POV announcements, and media launches
- Utilized data compliance software & brand studies (IQVIA, Nielsen, PowerBI, Sprinklr, Workfront) and managed weekly pacing reports
- Clients: Amgen, Bristol Myers Squibb (B2C)

2021

Media Planner and Buyer

Publicis (Spark Foundry); Atlanta, GA (Remote)

- Contract: Supported Paid Media Team with Media Planning/Buying
- Clients: Campbell's Soup (19 brands; Goldfish, Pace, Spaghettios)

2018-2021

Media Planner and Buyer

We Are Rosie; Atlanta, GA (Remote)

- Contract: Executed planned media launches (Ex: \$1MM 100+ live campaigns monthly with team of nine remote contractors)
- Responsible for billing, media planning/buying, performance reports
- Clients: Dunkin' (Hill Holiday), SE Toyota (22 Squared), Campbell's Soup (19 brands; Publicis)

Key Skills

- **Soft Skills:** Agile, client-facing, collaboration, critical thinking, decision-making, independent, organization, problem-solving, strategy, teamwork
- **Hard Skills:** Data analysis, billing, management, media, reporting, vendor relationships
- **Tools and Software:**
 - General: Google Suite and Analytics, Microsoft Office, Slack
 - Operating Systems: Microsoft Windows 10, Apple macOS
 - Marketing and Media Tools: IQVIA, MediaOcean (Prisma), PowerBI, Sizmek, Sprinklr, Meta Business Manager

Industry Experience

- **Recent:** Consumer Packaged Goods (CPG), Food and Beverage (QSR), Retail, Healthcare, Government, Finance, Insurance, Legal
- **General:** Agriculture, Automotive, Biotechnology, Construction, E-Commerce, Education, Entertainment and Media, Environmental, Hospitality, Manufacturing, Non-Profit, Pharmaceuticals, Professional Services, Real Estate, Technology, Telecommunications, Transportation