

Gia Farruggia

Find my portfolio at: www.giafarruggia.com

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RELEVANT EXPERIENCE

Tuxedo Park Library, Tuxedo, NY — Publicity Coordinator

JUNE 2023 - PRESENT

Creates original graphic, photo, and video content for Instagram, Facebook, and TPL's website using Canva and Affinity Creative Suite. Designs and distributes print event flyers. Designs three quarterly 8 page print newsletters to be mailed and one annual ~36 page ad journal to be distributed to local businesses and residents. Coordinates with local businesses to advertise in the ad journal. Writes and distributes press releases. Connects with community partners to promote events, and area libraries to mutually promote events and services. Performs basic IT services in-house and liaises with vendors and library system IT support. Maintains and updates the library WordPress website, LibCal events calendar, and Google Workspace.

The Falcon, Marlboro, NY — Social Media Manager

APRIL 2023 - AUGUST 2023

Created original print flyers and social media content in Adobe Creative Suite to promote upcoming concerts. Engaged with fans and artists on Instagram and Facebook. Worked with artists, their teams, and local businesses and nonprofits to provide and receive assets to promote upcoming events.

Monroe Free Library, Monroe, NY — Teen Services Coordinator

MARCH 2016 - SEPTEMBER 2022

Designed monthly print event calendars, print posters and digital banners in Adobe Creative Suite to advertise programming. Managed and created original daily graphic, photo, and video content for Instagram. Sat on the Marketing Committee. Scheduled, filmed, and assisted with post-production of 100+ videos during COVID-19 lockdowns. Conducted four programs a month for teens. Oversaw ~40 teen volunteers per school year.

Woodstock Film Festival, Woodstock, NY — Social Media Director

AUGUST 2014 - OCTOBER 2015

Worked with local media (*The Daily Freeman*, Radio Woodstock) and national media (*Variety*, *Deadline*, BuzzFeed) to advertise WFF's 100+ screenings and events through press releases and interviews. Managed and created original content for Twitter, Instagram, Tumblr, Facebook, and Snapchat. Used Eventbase to build WFF's first-ever fully digital app-based film program. Designed promotional material and distributed to local businesses. Worked with filmmakers, photographers, journalists, and publicists to schedule photo ops, interviews, and social media contests. Oversaw ~50 volunteers.

FTW! Media, New York, NY — Social Media Intern

2009 - 2010

Created social media content to promote album and single releases for label artists. Assisted in managing Twitter accounts for label artists.

SKILLS

- Expert in social media content creation, social media account management, community outreach & collaboration, scheduling, editing, and proofreading
- Highly skilled in Adobe Creative Suite, Affinity Creative Suite, Canva, Microsoft Office, Google Workspace, Google Analytics, Constant Contact, advertising copywriting, press releases
- Skilled in CapCut, Adobe Premiere
- Working knowledge of HTML, CSS, JavaScript

FREELANCE GRAPHIC DESIGN WORK

Lindsay Whelton Hair & Makeup
MisterIMR
Parson Environmental
Satin Fine Foods
Septic Genius

OTHER EXPERIENCE

Keller Williams First in New York, Chester, NY —
Director of Agent Services
Nov - Dec 2022

Curiosa Films, Mount Tremper, NY — *Production and Props Assistant*
Aug - Nov 2014

Pure Terror Scream Park, Monroe, NY — *Actor & Costume Assistant*
Sept - Nov 2013

Bostree Pottery & Jewelry, Sugar Loaf, NY — *Shop Manager*
Nov 2010 - Dec 2013