

COSETTE CRITELLI

Coco

WWW.COSETTECOCO.COM

BEAUTY & WELLNESS DIGITAL MARKETING



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Business Address:
1401 Lake Plaza Dr Ste 200,
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Undergraduate

Ultimate Medical Academy

Associates Degree

HEALTH SCIENCE
Medical Administration

Published Photographer & Journalist

Bay Area Houston Magazine
April 2021
Pg. 12, 20-21, 38-39

10 Years Experience

Videography & Photography
Canon 5D MARK IV

COVER LETTER

Finding my role in the beauty and wellness industry has ignited my purpose in life. Making the decision to earn my degree in health science was based on my desire to preserve my youth, as well as helping others through my platform. My experience began at film school with a creative drive to pursue social media. Even in my adolescence, I was well aware of how the world relies on social media and every business is in need of digital marketing. In school, we concentrated on developing our production skills. Thus, giving me the ability to create content naturally. Participating in the school news was the highlight reel of my memories. Independently producing news segments allowed me to practice writing in a unique way. 2 years after graduating, Bay Area Houston Magazine published the April 2021 issue including a multi-page spread with articles I proudly wrote & photographed. Becoming a published photographer was a great achievement, but writing as a journalist for the Bay Area was an exhilarating experience.

Shortly after, I found myself living in Downtown Houston pursuing videography which led to social media clients presenting their needs to me with the capability to fulfill them. Taking on digital marketing clients has taught me the value of developing an audience that's in love with the brand. After a decade of videography and photography, I've only recently turned the camera towards me. Therefore, my skills are more geared towards what I value which combines my platform with my beauty, health and well-being. This has led to my desire for more out of my career.

My journey just beginning yet, my decade of experience says otherwise. I've been in the workforce since I was 16 and able to apply for a job. In the next decade of my career, I'm dedicated to building my brand alongside a company who sees my value and platform. My priority is to collaborate with a brand that resonates with my audience as authentically I do. I'm looking forward to future at a company where I see myself thriving in customer service by being a one-of-a-kind face of the brand as a receptionist, as well as on social media. My desired position is a hybrid role in office management and social media marketing to utilize my skills to the fullest extent.

With this letter, I hope my words spoke to you expressing my gratitude for this opportunity and valued time of yours.

Sincerely,

Cosette *Coco* Critelli



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CONTACT INFO

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EDUCATION

● 2015 - 2019 Certifications

Final Cut Pro X Editor

Film Production Director

● 2019 Graduate

Film & AV (Audio - Visual)

● 2024 Online Courses

Ultimate Branding Course

Agency Accelerator Course

● 2024-2026 Associates Degree

Health & Science -

Medical Administration

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Canon 5D MARK IV

SKILLS

- SOCIAL MEDIA MANAGEMENT
- CREATIVE CONTENT DEVELOPMENT
- DIGITAL MARKETING
- BRANDING & STORYTELLING
- DATA ENTRY
- WEB DESIGN
- HOSPITALITY (8 YEARS)
- CUSTOMER SERVICE (8 YEARS)

Website

www.cosettecoco.com

PROFILE

I am a dynamic and versatile professional with over 10 years of experience as a photographer, videographer, and social media manager leveraging my background in customer service and hospitality to enhance in-person and digital marketing conversion. My key role involves promoting sales-driven client relationships with ease, ensuring effective communication and satisfaction. I have a proven track record as a front desk receptionist in client engagement and relationship building. I excel in creating visually compelling video content and managing successful social media campaigns on platforms like Instagram and Facebook. My ability to simplify complex concepts allows me to connect with clients in the beauty and wellness industries, delivering impactful content and fostering strong partnerships that contribute to overall success.

PARTNERSHIPS

● 2022 - 2024

Digital Marketing Client

Innovative Lasers of Houston

- Social media management for a weight loss clinic specializing in laser fat reduction involves creating and curating engaging content that highlights the clinic's services, success stories, and educational resources.
- Monitor audience interactions and leveraging targeted advertising campaigns to attract potential clients and promote brand awareness.

● 2022 - 2023

Digital Marketing Client

SMART CHOICE Health & Wellness Clinic

- Designed and executed digital marketing strategies to promote body sculpting, weight loss, and wellness products.
- Developed visually compelling and targeted campaigns that increased brand awareness and client conversions.

● 2023 - 2024

Digital Marketing Client

MOORE Unique Dermatology

- Crafted creative marketing strategies to promote dermatology appointments, corrective skin services, and skin care products.
- Produced engaging video and photographic content to showcase the clinic's expertise and product efficacy.

● 2023 - 2024

Digital Marketing Client

Omni McCluney PAc, MMSc, MPH

- Managed social media content for a dermatologist, focusing on education and the promotion of skin care products.
- Developed and implemented creative campaigns that combined expertise with consumer-friendly messaging to drive engagement and sales.