

FABRICIO COSTA

IDEA FACILITATOR/DIGITAL MEDIA PROFESSIONAL

CONTACT

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EDUCATION

- Montclair State University – 2016
- Bachelor's Degree in Journalism
- Minor in Public & Professional Writing
- Lambda Pi Eta - The Honor Society of the National Communication Association
- E. Fantone Media Center Award Recipient 16-17
- New Jersey Collegiate Press Award

PERSONAL

SOCIAL MEDIA SPECIALIST/INFLUENCER FATSONABOAT - Foodie Specialist — June 2021 to Present

- Social media ads – maintain healthy budget and execute accordingly.
- Work with multiples venue, chef, and operations team to schedule photo & video shoots.
- Generate innovative and original content, both written and visual photos
- Shoot, edit and share within the Tri-State area's highest rated restaurants

PARTNER/EDITOR/TRAINER

FIT Jiu-Jitsu | 2017-Present

UFC Gym East Rutherford | 2022-Present

- Experienced martial artists with amateur competition experience
- Experienced coach who trains children and adults in disciplines like Muay Thai, Boxing and MMA
- Create educational and promotional content for one of the top Brazilian Jiu-Jitsu gyms and a UFC franchise

TRAINER/HEAD COACH

TOTAL SOCCER DEVELOPMENT; Northern NJ Area — September 2013 to January 2023

- Focus on coaching soccer and mentoring children from ages three to 18 in various academies in the NJ/NY area
- Trained and recruited for programs and academies in Northern New Jersey

PROFESSIONAL EXPERIENCE

MARKETING MANAGER / CREATIVE DIRECTOR

NJ Play Sports; Northern New Jersey Area, NJ — April 2024 to Present

- Spearheading the creative and marketing direction for a fast-growing adult sports league in New Jersey
- Doubled NJ Play Sports' social media reach and increased total followers by 25% through strategic content planning and audience engagement
- Planned and executed large-scale in-person activations tied to Copa América 2024, driving brand awareness and community growth
- Finalized multiple marketing partnerships with local NJ restaurants and vendors, strengthening grassroots engagement and cross-promotional opportunities
- Lead creative direction across all channels, including video, graphics, paid ads, and influencer strategy

SENIOR MEDIA EXECUTIVE

RanaVerse; New York, NY — May 2022 to March 2024

- Creative strategy of branded content, from campaign creation through delivery with clients like GM, Airbnb and Unilever
- Collaborated with internal marketing partners to understand their objectives and KPIs, plan calendar of upcoming projects, and serve as daily point of contact across multiple C-level executives
- Developed and presented pitch deck for clients with problem-solving ideas, working on strategic planning and concept creation
- Production of branded content, including pre-production, set direction and post-production supervision, from start to finish including campaign wraps
- Assess creative needed to fulfill business goals, cross-reference any paid media plans to ensure all assets were accounted for while meeting client KPIs and campaign goals

MEDIA SPECIALIST

FischTank Marketing and PR; New York, NY — February 2021 to May 2022

- Worked with different agency teams to devise media relations, influencer relations, community relations or other types of public relations campaigns that met client's needs and budget
- Created and edited original contributed article content for clients across numerous industries
- Owned the strategy and performance of paid and organic social activity with full operational responsibility

SENIOR ACCOUNT EXECUTIVE

FleishmanHillard; New York, NY — February 2020 to May 2020 (COVID-19 Lay-off)

- Led a new project campaign for a product release with the Philips Hue smart lighting system that featured an original idea, where we pushed the creativity boundaries of the product to new limits
- Worked with clients such as TCS, the NYC Marathon, and Salesforce to develop and execute public relations strategies including special events, media opportunities, online conferences, and media briefings
- Managed day-to-day activities necessary to ensure completion of communications initiatives for a number of B2B and B2C clients in the technology, health, lifestyle and wellness industries

ACCOUNT EXECUTIVE

FischTank Marketing and PR; New York, NY — July 2017 to March 2020

- Successfully launched a number of new clients and products with media results in top tier outlets such as Wired, NYT, Business Insider, People, Fortune, Bloomberg, amongst others.
- Developed and maintained press materials including pitches, press releases, and media alerts for multiple clients while monitoring and maintaining records of press coverage

TRANSLATOR

VICE Media; New York, NY — October 2016 to November 2018

SKILLS

AI Chat GPT (Open AI, Claude, and Gemini), Sora, Cision, Hootsuite, RocketReach, Traackr, Creator IQ, SEM Rush, Photoshop, Premiere, Later Social Media Management, Microsoft Word, Excel, Powerpoint, Publisher, Final Cut Pro, CapCut, YouTube, After Effects, Pro Tools, WordPress, Analytics, Adobe Lightroom, Illustrator, FreshDesk, MS Office Suite, Wide Orbit

REFERENCES PROVIDED UPON REQUEST