

# Luca Faggella

Social Media & Digital Marketing

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## EXPERIENCE

### **Not For Radio Podcast, Montreal — *Social Media & Growth Marketing***

April 2020 — February 2026

- Created and implemented growth marketing strategies on X/Twitter to become one of the most popular accounts on the platform – 30th most engaged account during 2024
- Ran creative campaigns and helped strategize narratives for some of the biggest artists in the world – Drake, The Weeknd, Kendrick Lamar, Playboi Carti, Eminem, Justin Bieber and many more
- Led daily cross-platform content creation (TikTok, YouTube, Instagram, X/Twitter and Facebook)
- Performed ongoing KPI and competitor analysis to maintain content originality, while aiming to surpass industry benchmarks
- Key contributor in establishing the brand's identity as a leading authority in Hip-Hop, resulting the biggest platform of its kind from Canada

#### **Accomplishments:**

- 9B+ views on X/Twitter – 445K total followers
- 2.7B+ views on Instagram – 410K total followers
- 590M+ views on YouTube – 720K total subscribers
- 2.3B+ views on TikTok – 1.7M total followers & 195M total likes

### **Social Media Audits & Content Strategy — *Consulting***

January 2025 — PRESENT

#### **Trending Sports Podcast**

- Created a digital marketing plan to increase brand awareness, follower growth & sustainability on all social platforms
- Monitored and analyzed KPIs across TikTok, Instagram, YouTube, and Facebook to drive audience growth
- Developed a strategic outreach strategy for their YouTube channel, successfully landing UFC fighter Charles Jourdain for an interview

#### **Accomplishments:**

- 2B+ cumulative views across all social media channels

## SKILLS

Social Media Strategy  
(X/Twitter, TikTok, Instagram, YouTube & Facebook)

Paid Media Campaigns

Growth Marketing

Copywriting & Creative Direction

Audience Development

Project Management

Content Writing

Social Media SEO

Analytics & Performance Optimization

## LANGUAGES

### **ENGLISH**

Full professional proficiency

### **FRENCH**

Professional working proficiency

### **ITALIAN**

Limited working proficiency

- 200K+ cumulative followers across all social media channels

## EDUCATION

### **TAV College.** Montreal — **Internet Marketing**

August 2020 — December 2022

**Relevant coursework:** SEO, SEM, Social Media Marketing, Google Analytics, Email Marketing, Project Management, Online Market Research, Intro to Adobe Photoshop and Intro to HTML + CSS

### **Dawson College.** Montreal — *International Business Studies*

September 2017 — December 2019

**Graduated with a 30 R-Score**, ranking in the top 10-15% of students

### **Vincent Massey Collegiate.** Montreal — *High School Diploma*

August 2012 — June 2017

**Graduated with Honors**