
KRISTY CENTOFANTI

MARKETING & SOCIAL MEDIA PROFESSIONAL

📞 (561) 716 - 3205

✉️ kristylcentofanti@gmail.com

📍 Delray Beach, FL

🌐 [Portfolio](#)

PROFILE SUMMARY

Experienced Marketing Professional with a demonstrated history of working with luxury brands. I am a self-driven, motivated individual with an excellent background in meeting and exceeding company targets. My strengths lie in my eye for detail and creative flair as well as my ability to create instant and lasting rapport with both clients and business partners I come into contact with.

I bring over 13 years of experience in storytelling, brand voice development, content strategy and social media marketing with a proven ability to develop innovative content that drives engagement, builds cultural relevance, and accelerates growth. Skilled at blending creative instinct with data-driven insights, I excel at leading cross-functional teams and crafting bold content strategies that resonate across digital, print, and experiential platforms.

WORK EXPERIENCE

B.WELL MEDIA - Palm Beach County, FL

AUGUST 2024 - PRESENT

Fractional Marketing Director and Marketing Consultant

- Architect full-funnel digital ecosystems for wellness and aesthetic brands across paid media, SEO, website optimization, CRM/lifecycle marketing, and analytics.
- Lead multi-channel acquisition strategy across Meta, Google, and emerging platforms, driving efficient new client acquisition and sustained revenue growth.
- Develop and prioritize website roadmaps including CRO testing, SEO strategy, and landing page optimization to improve conversion rates and ROI.
- Translate complex performance data into executive dashboards and actionable insights to guide channel investments, creative development, and experimentation.
- Build, hire, and lead internal marketing teams while overseeing agency partners across paid media, SEO, analytics, and creative.
- Deliver measurable year-over-year revenue growth by aligning digital strategy with business goals, improving profitability and marketing ROI.

FRASER YACHTS - Fort Lauderdale, FL

AUGUST 2023 - AUGUST 2024

Director of Social Media

- Repositioned the brand's global presence with a modernized content strategy that unified regional markets into one cohesive brand voice, while championing inclusivity, representation, and culturally relevant storytelling across locations.
- Collaborated cross-functionally with sales leaders, regional marketing teams, and local operators worldwide, aligning content from Europe, Asia, and the Americas into unified storytelling that resonated with a high-end, experience-driven audience.
- Directed large-scale content productions from concept storyboards to execution, delivering aspirational yet authentic storytelling across web, social, and live-event platforms while maintaining brand consistency and audience trust.
- Designed and launched performance-driven campaigns that challenged category norms, using bold creative and data-backed insights to drive record engagement, lead generation, and brand affinity.
- Produced real-time content during prestigious international events and global activations, transforming luxury experiences into compelling, shareable moments that elevated brand credibility, visibility, and emotional connection with the audience.

AQUA DERMATOLOGY - Palm Beach Gardens, FL

JUNE 2020 - AUGUST 2023

Digital Marketing Manager

- Led digital marketing during a major merger, scaling from 32 offices to 120+ locations across six distinct brands while unifying messaging, systems, and performance strategy.
- Owned full-funnel digital ecosystems across six brands, including paid media, SEO, website operations, CRM/lifecycle marketing, and analytics.
- Managed and optimized paid media strategy across Meta, Google, and emerging platforms, driving efficient new patient acquisition and sustained growth across 100+ offices.
- Led website strategy and performance for multiple brand sites, including SEO roadmap prioritization, landing page development, CRO testing, and site functionality improvements.
- Directed a complete rebrand for a flagship subsidiary and created a cohesive parent brand identity uniting six brands under one strategic umbrella.
- Executed SEO, paid media, and organic growth strategies achieving top-tier rankings in highly competitive markets and increasing patient acquisition and retention.
- Partnered with C-suite executives to develop B2B and investor-facing digital content, reinforcing brand authority, growth narrative, and stakeholder confidence.

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FONTAINEBLEAU MIAMI BEACH - Miami Beach, FL

OCTOBER 2018 - MAY 2020

Marketing & Social Media Manager

- Built the hotel's first branded blog, strengthening SEO authority, organic traffic growth, and long-term content performance.
- Designed and executed integrated, multi-channel campaigns for global and local audiences, ensuring cohesive brand voice and consistent digital experience across touchpoints.
- Partnered with PR, creative, and sales teams to deliver culturally relevant campaigns aligned with performance goals, audience engagement, and brand positioning.
- Produced a high-impact holiday and New Year's Eve digital storytelling campaign using premium video content that drove a 200% increase in room bookings year-over-year.
- Led and managed all social media channels for the resort — six distinct accounts spanning food & beverage, nightlife, retail, and property-level hospitality — driving measurable growth in engagement and on-property revenue.
- Directed cross-functional content creation and influencer collaborations to elevate brand visibility, strengthen guest loyalty, and position the resort as a trendsetting leader in luxury hospitality.

NIKKI BEACH WORLDWIDE - Miami Beach, FL

NOVEMBER 2016 - OCTOBER 2018

Marketing Manager

- Partnered closely with the corporate marketing team to execute a full refresh of Nikki Beach's global brand standards, ensuring consistency across 13 international destinations spanning Europe, the Caribbean, the Middle East, and the U.S.
- Led the rollout of updated brand guidelines that influenced property design, printed collateral, menus, digital assets, and social media touchpoints, elevating the brand's luxury positioning worldwide.
- Directed professional content production including global editorial shoots and international social campaigns that amplified brand perception and created cohesive storytelling across markets.
- Tripled event-driven revenue by conceptualizing and launching two of the brand's most successful recurring lifestyle events, adopted as flagship experiences across multiple Nikki Beach properties.
- Leveraged market insights to craft integrated campaigns that balanced aspirational luxury with approachable fun, strengthening Nikki Beach's identity as the premier international luxury beach club brand.

DYLAN'S CANDY BAR - Miami Beach, FL

AUGUST 2013 - NOVEMBER 2016

Event & Marketing Manager

- Promoted and relocated from New York to Miami to build the department from the ground up and expand Dylan's Candy Bar's event and marketing footprint in a new market.
- Served as the primary liaison for client inquiries and outreach, cultivating new business relationships from the outset.
- Delivered outstanding service and hospitality by forging strong connections with clientele, proactively addressing their needs and resolving issues.
- Oversaw all facets of special events, from meticulous setup to flawless execution and efficient breakdown.
- Crafted captivating menu items and curated event packages that sparked excitement and generated share-worthy moments, leading to heightened social media engagement.

DYLAN'S CANDY BAR - New York, NY

AUGUST 2013 - NOVEMBER 2016

Event & Marketing Lead

- Worked directly with CEO Dylan Lauren to develop innovative digital marketing strategies that elevated the brand's presence and positioned it as a cultural tastemaker in retail and lifestyle.
- Spearheaded high-profile events for celebrity clientele, creating imaginative, one-of-a-kind experiences that blended entertainment, branding, and media buzz to amplify visibility.
- Partnered closely with national PR teams to secure consistent brand coverage, shaping Dylan's Candy Bar into a household name across top-tier publications and media outlets.
- Built and scaled the event marketing team in New York City from the ground up, then successfully rolled out the strategy to new store locations nationwide, ensuring consistent execution and brand alignment.

EDUCATION

Florida Atlantic University | Boca Raton, FL | B.A. in Arts and Humanities. | 2008 - 2012