

ANDREW DEMASO

(815) 993-3619 | andrewmdemaso@gmail.com | andrewdemaso.com

PROFESSIONAL SUMMARY

Results-driven Social Media Specialist with proven success in digital content creation, brand storytelling, and community engagement. Skilled in social listening, analytics, and cross-platform content strategy to boost engagement, grow audiences, and enhance brand reputation. Adept at real-time communication, copywriting, and trend analysis to drive consistent brand voice and performance across channels.

EDUCATION & CERTIFICATIONS

University of Illinois Urbana-Champaign — B.S. in Advertising
Minor: Recreation, Sports, and Tourism | Certificate: Sport Media

Certifications:

- Amazon Ads (Sponsored Ads, DSP, Video Ads)
- Meta Ads Certification
- Google Ads Certification

EXPERIENCE

Caesars Entertainment, Isle Casino Hotel Bettendorf — Marketing Coordinator

- Aug 2025 – Present
- Manage daily social media operations, including content strategy, creation, and scheduling across major platforms.
- Collaborate cross-functionally to align messaging with brand guidelines and compliance regulations.
- Handle copywriting and creative design for digital and on-site marketing materials.
- Maintain and update web content via Adobe Experience Manager.
- Monitor and analyze performance metrics (KPIs) to optimize campaigns and boost engagement.

Barstool Sports — Social Media Viceroy, Barstool Illini & Barstool B1G

- July 2023 – Aug 2025
- Lead social listening and audience engagement for multiple Barstool accounts (200K+ followers).
- Develop and implement content strategies that increased monthly reach, engagement, and

follower growth.

- Produced real-time, viral campaigns including “Best College Town,” generating 5,600+ SMS sign-ups and \$8K+ in sales.
- Strengthened brand affinity and community management through timely responses and interactive campaigns.

Barstool Sports — City Viceroy, Barstool Midwest

- May 2024 – Aug 2025
- Founded and scaled Barstool Midwest to 100K+ followers in four months through trend-driven storytelling.
- Created highly shareable content tailored to a Midwestern audience, enhancing brand visibility and loyalty.
- Utilized analytics and sentiment monitoring to inform content direction and audience growth strategies.

TECHNICAL SKILLS

Social Media & Marketing Tools:

Meta Business Suite | Sprout | Hootsuite | Adobe Creative Suite (Photoshop, Premiere Pro, AEM) | Canva | Google Ads | Amazon Ads Suite | WordPress | Microsoft Office Suite

Social Platforms:

Instagram | TikTok | X (Twitter) | Facebook | YouTube | LinkedIn

CORE COMPETENCIES

Social Listening & Sentiment Analysis | Content Creation & Brand Storytelling | Community Management & Crisis Response | Analytics & KPI Reporting | Trend Research & Digital Innovation | Copywriting & Editing | Cross-Functional Collaboration | Campaign Strategy & Execution