Alice Crovato

Social media and digital marketing manager based in Toronto. I lead a brand's online presence end to end: strategy, content, website and newsletter, plus the creators and partners who bring it to life. Focused on beauty and luxury.

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1

Brand building & community

Taking a brand from no online presence to an engaged community and a working online store.

Building a jewelry brand's community from zero

Alamira Jewelry · Jewelry, retail stores and e-commerce · Instagram, Meta Ads, newsletter · 2023–2026

Alamira had no online presence. The goal was to build an engaged community and turn it into online and in-store sales.

Results

300 → 17K
Instagram followers

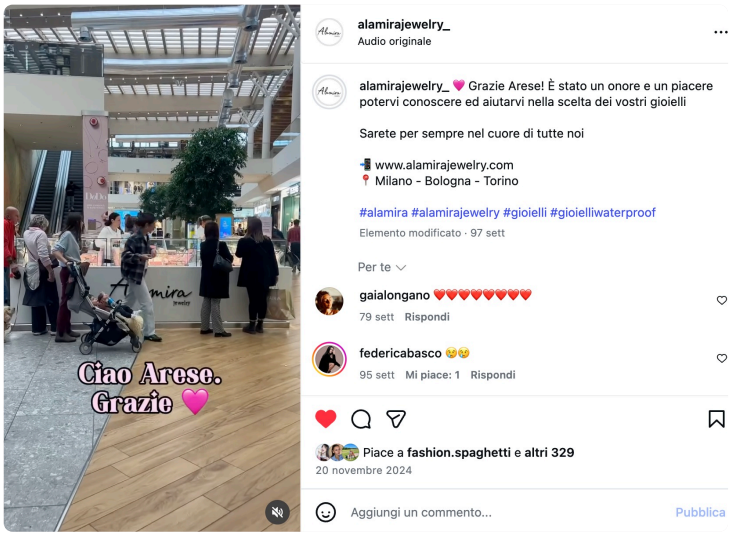
1.6M
accounts reached, Sep 2023 – Aug 2026

×9
monthly views in under a year

+754%
link clicks to the online store, Mar–Aug year over year

+395%
content interactions

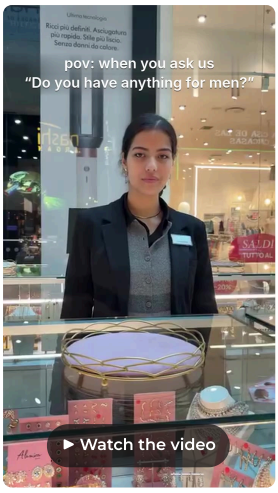
€0.02
cost per profile visit on promoted posts



An Alamira store, as shown on the brand's Instagram.

What I did

- Shifted to community-first content: behind the scenes of a jewelry brand, with a lighter, ironic tone. One post went viral and set a new baseline for the account.
- Ran Meta Ads, scaling campaigns from €10–15 to €80 a day once they performed, plus retargeting, supported by a Mailchimp newsletter.
- Used a trending gift-with-purchase above a minimum spend, so customers discovered the full collection and spent more per order.
- Owned the brand's look: visual guidelines for the new Shopify store, packaging boxes, shopping bags and in-store promo graphics.
- Coordinated 3 content creators plus external influencers.



The reel that went viral: an ironic, behind-the-counter moment in store.


The packaging I designed for online orders.

Audience: 96% women, 45% aged 25–34.

Keywords

Community building · Meta Ads · Retargeting · Gift with purchase · Mailchimp · Brand identity

2

Audience-driven strategy

Choosing the platform and the tone that the audience actually uses.

Reaching Gen Z students where they are

Istituto Benigno Zaccagnini · School of optics and optometry
TikTok, TikTok Ads · 2023–2025

The school needed to reach 18–24-year-olds choosing what to study after high school, and turn that attention into sign-ups for its orientation events.

Results

5.6M
video views in the first four months

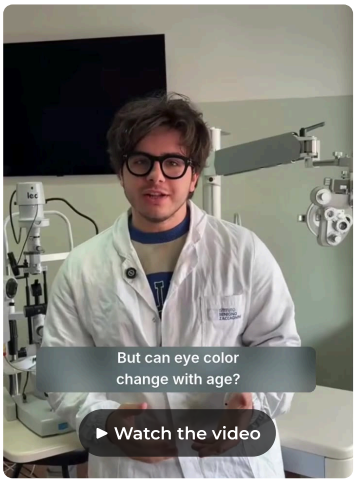
×52
monthly views, March to July 2024

+1,455%
engaged audience, March to July 2024

−92%
cost per lead: boosted student video vs ad-only creative

664K
impressions on the top student video

95%+
of the audience reached aged 18–24



Can eye color change with age? An educational video for students. English subtitles added for this portfolio.



Life at school: classes and lab work, filmed on site.

What I did

- Launched the school's TikTok profile in 2023, when no other school in its sector was on the platform, and managed it for two and a half years.
- Built the editorial plan: 3–5 videos a week across trends, curiosities, tutorials, student interviews and life at school.
- Filmed and edited on site at the Bologna and Milan campuses, putting current and former students in front of the camera.
- Ran TikTok Ads lead-generation campaigns and boosted the best organic videos as Spark Ads.
- Tested new formats: a photo carousel with short storytelling reached 6× a typical post.
- Wrote monthly performance reports with insights and next steps for the school.

Key insight: videos where students speak about their own experience performed best, both organically and as ads, where they generated leads at a fraction of the cost of ad-only creative.

Keywords

TikTok strategy · Gen Z · TikTok Ads · Spark Ads · Lead generation · Student recruitment · Reporting

3

International content

Speaking to audiences outside Italy, including North America.

Inviting international riders to Lake Garda

Velolake · Tourism, bike rental on Lake Garda
Instagram, Facebook · Summer 2024

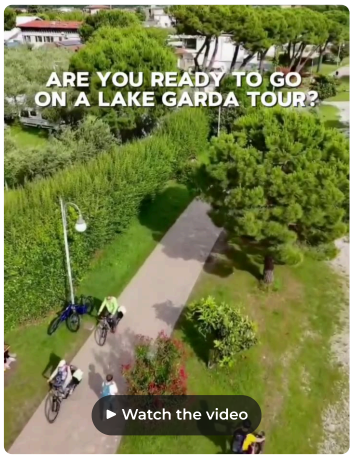
A seasonal bike rental with half of its audience abroad needed to stand out from local competitors.

Results

52%
of Facebook followers based outside Italy

100%
of content in English, for an international audience

2×
interactions on Instagram vs Facebook, with a fifth of the reach



A route reel: a Lake Garda tour starting from Torbole.



A talking video: e-bike tips from the shop team.

What I did

- Revived accounts that had only been updated occasionally, with 3 posts and 5 stories a week through the season.
- Produced route reels and talking videos, which drove the most engagement.
- Reported monthly and proposed campaigns for the certified pre-owned bike offer.

Tourism · English-language content · Instagram Reels · Seasonal business

Exclusive Italy Wedding

Luxury destination weddings · Website and social copy, SEO & GEO, media relations · 2026

Led the written content and online visibility of a luxury destination wedding company with clients worldwide, mainly from the US, Canada, the UK and Australia.

- Website copy and blog articles, written for search engines (SEO) and for AI-powered search (GEO)
- Ideas and copy for Instagram posts
- Performance analysis with Google Analytics, Google Search Console and Semrush
- Relations with the publications that featured the company's articles
- Point of contact between the company, its external SEO support and its web development agency



An Instagram post: copy written by me, photo supplied by the venue.

4

Local business growth

Helping a local business get found and chosen.

Filling tables and cooking classes without an ad budget

MartySpicy · Restaurant and cooking masterclasses
Instagram, Facebook · 2019–2024

A chef-led restaurant that also runs cooking masterclasses needed more guests and class sign-ups, with no budget for paid ads.

Results

+3,100%
link clicks on Facebook, year over year (Sep 2023 – Aug 2024)

3K
Facebook followers, the restaurant's main channel

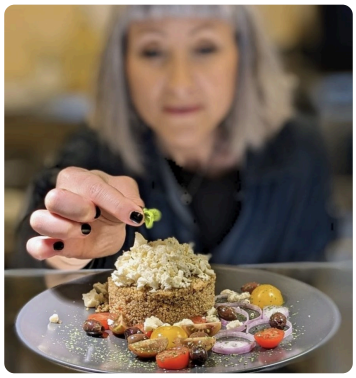
37%
of followers in Udine: a truly local audience

What I did

- Planned the editorial calendar for Instagram and Facebook over five years, with Facebook as the main channel for an audience mostly aged 35–64.
- Shot and edited all photos and videos: dishes, behind the scenes in the kitchen and the cooking masterclasses.
- Promoted the restaurant and the masterclasses with organic reach only, without paid ads.

Food & hospitality · Organic growth · Content creation · Local business







Photos and video I created for MartySpicy: a plating reel, a signature dish and a cooking masterclass.

5

Social commerce & creator partnerships

Lessons from my own creator account, Fashion Spaghetti: how short-form video sells and how brands get the most from creators.

Turning product reviews into Italy's top TikTok Shop sales

Fashion Spaghetti, personal creator account · TikTok Shop · 2025

TikTok Shop was launching in Italy. The goal was to turn an engaged beauty audience into a sales channel, with no previous track record on the platform.

Results

+5,000%
GMV in one month, the highest in Italy in April–May 2025

7.9M
views on the top video, 97% from non-followers

+629%
product clicks

+28%
GMV the following month



The top TikTok Shop review: Yara by Lattafa, 7.9M views.



A follow-up my followers asked for in the comments.

What I did

- Published at least 3 short videos a week, each with a strong opening hook and a light, ironic tone, talking straight to camera like talking to a friend.
- Chose products by benchmarking what was going viral in other European TikTok Shop markets, then filtered for my audience and positioning.
- Favored seasonal timing and accessible prices. The top video was a floral perfume in spring, affordable for a young audience.

Invited by TikTok to their Milan office to share creator insights on improving TikTok Shop. Videos are in Italian; English subtitles added for this portfolio.

Keywords

TikTok Shop · Social commerce · Short-form video · Market benchmarking

Creator partnerships with global beauty brands

Carolina Herrera · L'Oréal Luxe (Mugler, Armani Beauty) · Colgate · Nivea · 2025–2026

Present luxury and mass-market beauty products to a young audience in a way that feels personal, not like an ad.

Results

1.2M
views on the Carolina Herrera review

+17%
campaign engagement vs. my account average

22%
of yearly views from TikTok search

74%
women in my audience



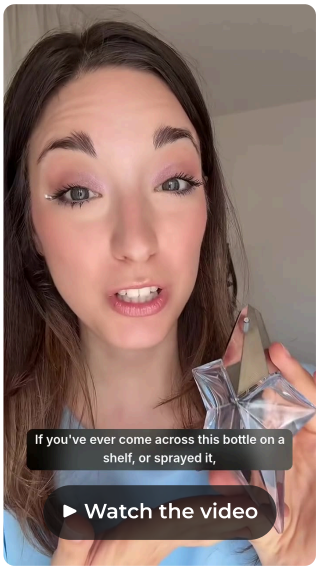
Carolina Herrera Good Girl, reviewed with my mom: 1.2M views.



Armani Beauty: a visual-first format, with no voiceover.

What I did

- Kept a light, emotionally engaging tone even for luxury brands, such as a perfume review filmed with my mother.
- Chose fewer, more selective partnerships than on TikTok Shop, based on fit with my audience.
- Wrote captions and on-screen text around product names so the videos rank in TikTok search.



Mugler Angel: telling the brand's story to launch its refill.

Keywords

Influencer marketing · Brand partnerships · Luxury beauty · TikTok SEO

6

Events & creator coordination

Live coverage and creator coordination for a large international event.

Barcolana 54

International sailing regatta · Trieste · 2022

Social media coverage and influencer coordination for one of the world's largest sailing regattas.

Real-time social coverage of an international event

Liaison between the marketing agency and the creator agency

Influencer partnerships and content production



A post published during the event. Photo © Barcolana / Studio Borlenghi.

Let's talk

I'm based in Toronto, hold an open work permit and can start right away. I'm looking for social media and digital marketing roles, ideally in beauty and luxury. If you think I could be a good fit for your team, I'd love to hear from you.

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