MICHAEL CAGGIANO

973-477-3098 | Email | LinkedIn | Montclair, NJ

EDUCATION

University of Miami, Coral Gables, FL December 2026
BSC in Advertising Management; Minor in Business Law

EXPERIENCE

The Success Academy LLC, Owner January 2022 – September 2025

- Developed online education programs teaching how to create profitable trading strategies, resulting in 150+ students enrolling
- Produced YouTube videos for marketing of online programs with target audience, generating 375,000+ views
- Designed a website, email campaigns, logos, and promotional material, obtaining 1500+ leads, many of which translated into sales
- Managed business insurance, corporate records, and financial accounts to ensure regulatory compliance and support smooth operations
- Built an online Discord community resulting in 100+ members to increase learner engagement and provide personal support

Ready to Dine, Intern (readytodine.com) June 2026 – September 2026

- Initiated contact, managed communication, and spoke for Ready to Dine live on NY1 Spectrum News with Annika Pergament. Watch Here
- Led in-person and online sales and helped close and onboard half of the company's restaurant partnerships.
- Facilitated influencer visits to restaurants and ran outreach to generate news stories to drive diner usage to the Ready to Dine app.

Harris Media Group, Intern (harrismediallc.com) May 2025 – August 2025

- Created evergreen social calendars for clients, streamlining posting workflows and audience engagement goals
- Published branded graphics for all of the clients' social media accounts to strengthen brand consistency
- Repaired and optimized client website links and pages to ensure they displayed properly across platforms, improving user experience and brand credibility

Nutrition On The Go, Intern (nutritionotg.com) January 2025 – June 2025

- Recruited influencers and managed an affiliates system to scale the "Vegan Protein" product line
- Executed a content strategy for blog posts to drive website and Amazon traffic, and increase product sales
- Developed infographics for articles and social media channels, increasing lead generation

John Deaton Campaign, Volunteer October 2026 – November 2026

- Created graphics and videos from political debates, interviews, and campaign events for social media, highlighting compelling moments and key campaign messages
- Managed the campaign's Facebook presence, tailoring content and captions to highlight Election Day priorities