

STELLA REGINA

stellajaneregina@gmail.com | +1 732 881 6043 | New York City Metropolitan Area

[Portfolio](#) | [LinkedIn](#) | [stellaregina.art](#)

PROFESSIONAL SUMMARY

Art history and global marketing communications graduate with hands-on experience managing social media, developing digital campaigns, and supporting exhibition and public relations communications for galleries and cultural institutions. Skilled in editorial planning, visual storytelling, research, and social media analytics, with international experience translating art-historical and curatorial material into clear, compelling digital content.

SKILLS

Digital Marketing & PR: Social Media Strategy, Content Development, Editorial Calendars, Campaign Strategy and Execution, Social Media Analytics, Public Relations Support

Art & Editorial: Contemporary Art Research, Art Market Research, Curatorial Research, Editorial Writing, Visual Storytelling, Exhibition Communications, Short-Form Video / Video Editing

Tools & Platforms: Instagram, LinkedIn, TikTok, WeChat Content Planning, Canva, Adobe Creative Suite, Microsoft Office Suite, Google Workspace

Languages: English (Native), Italian (Intermediate)

WORK EXPERIENCE

FRILLI GALLERY | FLORENCE, ITALY / REMOTE

Social Media Manager, Part-Time | June 2026–Present

Social Media Marketing Intern | February 2026–May 2026

- Promoted from intern to part-time Social Media Manager supporting the gallery and its yearlong international sculpture exhibition in Hangzhou, China.
- Plan and produce two to three weekly Instagram and LinkedIn posts, including editorial calendars, visual layouts, captions, image selection, deadlines, and approvals.
- Research artists, artworks, and gallery history to develop exhibition texts, artwork descriptions, press materials, and digital content.
- Coordinate messaging and WeChat content planning with gallery leadership and Chinese-English collaborators for international audiences.

FONDAZIONE FRANCO ZEFFIRELLI | FLORENCE, ITALY

Marketing & Communications Intern | September 2025–December 2025

- Researched Zeffirelli's films, set designs, costume drawings, and archival materials to develop, film, edit, and publish TikTok and Instagram content; the first TikTok generated approximately 7,000 views and 350 likes.

B.EAST GALLERY | FLORENCE, ITALY

Gallery Intern | February 2025–May 2025

- Conducted artist and curatorial research and developed the exhibition catalogue, posters, and public-facing materials for Caroline Karenine's *Délicatesse*; supported installation, opening events, visitor engagement, and daily gallery operations.

EDUCATION

MARIST UNIVERSITY — Florence, Italy

Bachelor of Arts in Art History, Minor in Global Marketing & Communications | May 2026

Four-year study program in Florence at Istituto Lorenzo de' Medici