

# Christopher Lentino

Chicago, IL | (312) 391-0649 | [clentino@gmail.com](mailto:clentino@gmail.com)  
<http://www.christopherlentino.com>

Results-driven Social Media Leader skilled in crafting strategies to boost audience engagement and brand awareness. Expert in digital experience and account management, delivering measurable growth and operational efficiency. Proven ability to enhance visibility and foster connections in competitive landscapes. Savvy travel enthusiast with a proven ability to strategically maximize rewards and travel hack, unlocking premium experiences and cost-effective global adventures.

## Skills

- Storytelling
- Strategic Communications
- AI Content Creation (ChatGPT, Grammarly, Copilot, Grok)
- Social Media Strategies
- Relationship Management
- Client Services
- Strategy Development and Implementation
- Digital Strategies
- Public Speaking
- Community Outreach

## Industry Expertise

- Food & Beverage
- Government
- Travel

## Experience

**Director of Communications | Wine Vault, LLC | Wine storage and delivery logistics company** 2018 – PRESENT  
*Support corporate repositioning to find efficiencies in day-to-day operations to encourage sales growth and cost-savings.*

- Grew client list by 300% over a 12 month period.
- Counsel on digital strategies, enhancing messaging and engagement by creating social media content.
- Optimized and consolidated literature for 200+ items, improving client accessibility, including technical sheets, price guides, and web materials.

**Social Media Strategist | Lentino Strategies | Social Media Consulting company** 2018 – PRESENT  
*Consult with clients to grow their online presence via social media to promote sales growth and name recognition.*

- Agency managing and creating social media content for Compass Wines & Spirits, Original Pizza Puffs, Claritin, Velvet Hamster, Three Piece Films
- Built a social media presence with 50,000+ followers across platforms.
- Orchestrated social media strategy across multiple client accounts, integrating paid advertising campaigns with organic content; boosting overall engagement by over 40%.

**Director of Outreach | Illinois Policy Institute | Good government watchdog organization** 2016 – 2018  
*Acted as the point of contact on all City of Chicago issues to promote good government and act as a watchdog for taxpayers.*

- Conceived, produced, and starred in an online campaign that amassed over 3 million views, significantly boosting public policy awareness.
- Managed cross-platform social media accounts in excess of 500,000 followers.
- Served as a spokesperson for Illinois Policy, appearing across radio, TV, and print (including WTTW, Chicago Tribune, and Crain's Chicago Business) to advocate key issues.
- Designed and executed a grassroots outreach strategy, expanding an activist database from zero to 25,000 in just nine months.

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**Legislative Research Analyst** | City of Chicago | Governmental body

2008 – 2015

*Drafted meaningful legislation and led legislative projects on behalf of city Aldermen to conserve city funds and address critical social issues.*

- Led the development and successful passage of key legislation, such as the elimination of food waste, the transition to “smart” street lights, and the merger of city departments, ensuring alignment with the policy objectives of saving the city money and/or creating a more welcoming environment.
- Crafted compelling speeches and memos for aldermen, effectively supporting legislative initiatives.
- Engaged stakeholders to garner support and drive consensus for legislative priorities.

## Awards

- **2019 Telly Award** – Web series: Comedy Online
- **2019 Shorty Award** - Best Use of Comedy - Runner Up
- **2021 Telly Award** - Best Use of Comedy in a Social Video

## Education

**Master of Arts Political Science/Public Policy**

*Loyola University Chicago*

2005 – 2007

**Bachelor of Arts Political Science**

*Loyola University Chicago*

2002 – 2005