

# CHRISTOPHER LENTINO

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## DIRECTOR OF SOCIAL MEDIA | DIGITAL CONTENT & BRAND STRATEGY LEADER

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### PROFESSIONAL SUMMARY

**Senior digital and social media leader** with deep experience building and scaling multi-platform content strategies for CPG, food and beverage, DTC, and mission-driven organizations. Proven track record of leading content strategy, creative execution, and cross-functional collaboration to drive audience growth, engagement, and brand consistency. Known for blending data-informed decision making with strong creative direction, platform-native storytelling, and disciplined execution in fast-paced environments.

### PROFESSIONAL EXPERIENCE

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#### Lentino Strategies | Chicago, IL

January 2019 – Present

##### Social Media Strategist

- Lead social media strategy, content design, and production for multiple CPG and DTC clients across food and beverage and consumer goods sectors.
- Direct end-to-end content creation including short-form video, branded graphics, and written assets aligned to platform-native best practices.
- **Oversee production of 160+ branded assets per month** across 5+ concurrent client accounts, ensuring visual consistency and strategic alignment.
- Develop and manage content calendars, publishing cadence, and brand guidelines across Instagram, TikTok, Facebook, and YouTube.
- **Drive 40%+ increases in client engagement** through optimized short-form video storytelling, platform-specific editing, and audience-first creative strategy.
- Manage creative workflows with freelance designers, videographers, and creators, overseeing quality control, feedback cycles, and delivery timelines.
- Write and adapt copy for social campaigns, product launches, and digital advertising, maintaining brand voice while tailoring messaging by platform.
- Lead weekly client and partner collaboration meetings, tracking deliverables and adjusting priorities to meet deadlines.
- **Maintain 100% client retention** through consistent performance, proactive communication, and measurable results.
- Monitor and analyze platform analytics to inform creative optimization and ongoing strategy refinement.

#### Wine Vault, LLC | Skokie, IL

December 2018 – November 2025

##### Director of Communications

- Owned digital content strategy and brand communications for premium beverage storage and logistics companies.
- Led content-driven growth initiatives that **increased client base by 300% within 12 months**.
- Managed digital content and social media execution across 7–10 concurrent accounts, balancing competing priorities and timelines.
- Developed and executed visual content strategies for both B2B and B2C audiences, strengthening brand visibility and customer engagement.
- Created branded graphics and written content for email campaigns, social media, website updates, and digital advertising.

**Illinois Policy Institute | Chicago, IL**  
**Director of Outreach**

January 2016 – December 2018

- Led digital content strategy and campaign execution across social platforms reaching 500,000+ followers.
- Directed video production workflows from concept through distribution, including scripting, filming, editing, and publishing.
- Oversaw viral campaign generating more than 3 million views across platforms.
- Managed daily publishing schedules and content mix across Facebook, Twitter, and Instagram.
- Built grassroots engagement database from zero to 25,000 contacts within nine months.
- Tracked performance metrics and reported insights to leadership, adjusting creative strategy based on audience behavior and engagement data.

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## EDUCATION

**Loyola University Chicago**  
Master of Arts, Political Science / Public Policy

Chicago, IL

**Loyola University Chicago**  
Bachelor of Arts, Political Science

Chicago, IL

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## CORE COMPETENCIES

Social Media Strategy | Content Strategy & Execution | Short-Form Video Leadership | Brand Storytelling | Multi-Platform Campaigns | Creative Direction | Audience Growth | Platform Analytics | Cross-Functional Leadership | Content Calendars | Creative Workflow Management | Digital Brand Management | Stakeholder Collaboration

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## TOOLS & PLATFORMS

Instagram | TikTok | Facebook | Twitter | Threads | YouTube | LinkedIn | Meta Business Suite | Instagram Insights | TikTok Analytics | Sprinklr | Hootsuite | Buffer | CapCut | InShot | Canva | Claude | ChatGPT | Grammarly | Copilot | Sora | Grok

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## AWARDS

2019 Telly Award – Web Series: Comedy Online  
2019 Shorty Award – Best Use of Comedy (Runner Up)  
2022 Telly Award – Best Use of Comedy in a Social Video