

Mauro Pulquerio

Award-winning graduate in Marketing with Digital Media and MSc in Digital Campaigning & Content Creation. Skilled in data-driven strategy, video production, photography, and branded reels. Experienced in storytelling across formats, from cinematic short films to social media campaigns. Proven track record of increasing engagement, brand awareness, and audience growth.



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EMPLOYMENT HISTORY

February 2024 to current
Social Media Manager & Content Creator
Pizza Geeks , Edinburgh

- Manage Instagram-focused socials, producing branded reels, short-form videos, and campaign photography, while handling community management and trend-based content adaptation.

April 2025 to May 2025
Creative Intern, Video & Photography Team
Scottish Government, Edinburgh

- Created video and photography content for ministerial events, including visits from First Minister and Deputy First Minister.
- Filmed with Sony FX3/FX6 and A7 series cameras, capturing B-roll and stills for government's content library.
- Supported communications team in producing content for high-profile public use.

January 2023 to January 2024
Social Media & Marketing Officer
Sight Scotland , Edinburgh

- Created and managed social media content to promote services, campaigns, and awareness initiatives across Scotland.
- Increased impressions from 167K to 339K (+103%) and reach from 85K to 176K users (+107%) year-on-year.
- Expanded annual output from 227 to 713 posts (+214%) while maintaining brand consistency.
- Drove long-term growth, boosting impressions from 834K to 3.9M and reach from 697K to 3.2M, with audience rising to 18K followers.

January 2023 to January 2024
Social Media & Marketing Officer
Sight Scotland Veterans, Edinburgh

- Planned, created, and managed social media content to raise awareness and strengthen engagement with veteran community.
- Increased reach from 305K to 4.4M users and impressions from 368K to 4.7M across platforms in one year.
- Grew output and performance year-on-year: posts up 273%, impressions up 335%, reach up 273%, and engagement rate rising from 8.9% to 11.5%.

EDUCATION

September 2024 to September 2025
Master of Arts Digital Campaigning and Content Creation
Queen Margaret University, Edinburgh

September 2022 to May 2024
Bachelor of Marketing With Digital Media
Napier University, Edinburgh, EDH
Graduated with the University Medal for highest grade on the programme and served as Student Representative.

September 2020 to May 2022
Higher National Diploma Marketing
Edinburgh College, Edinburgh, UK
Accomplished with distinction: A.

2015
Bachelor of Arts Communication And Media
IPL - Instituto Politécnico De Leiria , Leiria, PT
Erasmus in Communication and Media at the University of Dunaújváros, Hungary.

SKILLS

- Social Media Expertise
- Visual Storytelling
- Photography & Videography
- Digital Strategy & Campaigns
- Analytical Thinking