



Hi! I'm Caroline Classi!

CREATIVE
MARKETING

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I've spent over half of my life figuring out what makes people stop scrolling. I'm a creative Strategist with 14 years of experience building and monetizing a 4M+ audience across YouTube, TikTok, X and Twitch. Led 100+ brand campaigns with companies including Coca-Cola, Amazon, Samsung, the Olympics and Nintendo. Focused on content that drives engagement, retention, and real performance.

WORK EXPERIENCES

SOCIAL MEDIA DIRECTOR &

2026 - Present

INFLUENCER COORDINATOR:

- Lead social strategy, content creation, creative direction, and influencer marketing across all digital channels.
- Grew Instagram from 10K to 25K followers in under 3 months (+150%), turning previous peak performance into consistent baseline results.
- Manage creator sourcing, negotiations, activations, and reporting, using performance insights to drive growth.

2011 - Present FOUNDER & CREATOR: (CAPTAINPUFFY)

- Operated and built a multi-platform creator brand with 4M+ followers. Handled scripting, production, editing, posting, analytics, research and building a community.
- Negotiated and delivered 120+ campaigns with Nintendo, Apple TV, The Olympics, Coca-Cola, White Castle, Samsung, Amazon Music, LEGO, Skittles, and many more!
- Co-produced White Castle x Coca-Cola Sprite Puffy Mix - exclusive product collab (Nov 2022).
- #1 most-subscribed female streamer on Twitch (2021)

CREATIVE MARKETING STRATEGIST

2018 - Present

& CONSULTANT: (INDEPENDENT)

- Turned brand goals into clear creative direction through strategic briefs and platform-native content concepts.
- Built content formats designed for attention, retention, and shareability across short-form platforms.
- Used performance insights and real audience behavior to continuously refine and improve content strategy.

CREATOR MARKETING - UK & EU

2021 - 2025

(AFKCREATORS & INDEPENDENT)

- Partnered with UK and EU brands and agencies; bridged the US and UK creator ecosystems with platform and cultural fluency market-to-market.
- Presented a BAFTA Award, highlighting experience in live events, public speaking, and industry engagement

FEATURED SPEAKER/ PANELIST:

Cannes Lions - 2025

Led several panels speaking about the future of creator-led marketing with the largest CEO's in the industry

Vidcon - 2022, 2023, 2025

TwitchCon US - 2022, 2023, 2024

TwitchCon EU - 2022, 2023, 2024

SKILLS & EXPERTISE

Platforms Built

Managed and successfully grew socials on Instagram, TikTok, Youtube, X (Twitter), and Twitch.

Video & Photo

Proficient using Premiere Pro, Davinci Resolve, CapCut, Lightroom, Photoshop, and OBS.

Design & Decks

Knowledgeable in building Pitch Decks & Media Kits using Canva, Figma, and Keynote.

AI & Workflow

Experienced in using ChatGPT, Claude, Midjourney, Runway, GenerativeAI, Notion, Meta Business Suite, TikTok/IG/X native analytics, and Google Analytics to enhance results and productivity.

SELECTED PRESS:

VOGUE Business (2025):

Cannes Lions feature - the new creator playbook, straight from CaptainPuffy

Amazon Ads (2024):

"1.5M followers on Twitch - she knows how your brand can reach them."

Nation's Restaurant News (2022):

White Castle x Coca-Cola x CaptainPuffy - exclusive Sprite Puffy Mix.