

ALIVIA SCANDONE

SUMMARY

High-impact Digital Media Strategist with a strong work ethic and proven ability to manage high-volume client accounts. Driven by data, creative thinking, and continuous optimization to deliver measurable growth and strong campaign performance.

CERTIFICATIONS

- Google Ads Display Certification
- Amazon DSP Advanced Certification
- Simpli.fi Platform Certification
- Amazon Video Ads Certification

EXPERIENCE

Digital Media Strategist, 08/2024 - Current

Stream Companies - West Chester, PA

- Manage 150+ paid media campaigns monthly across Amazon Ads, Google Ads, YouTube, Simpli.fi, and Fullthrottle while optimizing \$100K-\$400K in client budgets
- Develop data-driven strategies, reporting insights with actionable insights on CTR, conversions, engagement, and budget recommendations to improve campaign performance and ROI.
- Implement UTM tracking, and SEO best practices to improve attribution, reporting accuracy, and campaign visibility
- Collaborate cross-functionally to execute campaigns aligned with client goals

Marketing Coordinator, 06/2023 - 03/2024

Chiroforge - Chaska, MN

- Managed social media accounts and content strategies to increase engagement and strengthen brand presence
- Developed social calendars through Sprout Social and coordinated email marketing campaigns for multiple clients
- Created marketing assets, including websites, logos, and promotional materials, to support brand identity

Digital Marketing Intern, 03/2023 - 05/2023

Chiroforge - Chaska, MN

- Analyzed website and social media traffic data to identify trends, optimize targeting strategies, and improve overall campaign performance
- Developed engaging social media content for Chiroforge's online presence while supporting content strategies for multiple client accounts



CONTACT

Address: Malvern, PA 19355

Phone: 484-905-2575

Email: aliviascandone@yahoo.com

SKILLS

Digital Marketing & Strategy

- Digital Marketing Strategy
- SEO Tracking & Optimization
- Email Marketing
- Social Media Advertising
- Content Creation
- Amazon Advertising

Analytics & Client Management

- Analytics Tools
- Data Analysis
- Performance Reporting
- Client Management
- Problem Solving

Creative Skills

- Video Editing
- Graphic Design
- Marketing Asset Creation

- Assisted with SEO implementation and optimized campaigns to improve online visibility
- Collaborated with team members to brainstorm innovative marketing strategies.
- Created and scheduled engaging content for several clients to enhance audience interaction
- Proofread and quality-checked marketing materials

Assistant to the Director of Marketing, 06/2022 - 11/2022

The Malvern School - Glen Mills, PA

- Developed blog articles, social media content, and marketing materials highlighting upcoming events, teacher spotlights, and school initiatives
 - Maintained brand consistency across marketing channels through content review, editing, and quality assurance
 - Assisted with event planning and coordination, providing support for promotional efforts and day-of event needs
 - Created engaging social media posts and designed graphics to enhance audience engagement
-

EDUCATION

Bachelor of Arts, Communications (Marketing/Advertising)

University of Delaware - Newark, DE