

Alivia Scandone

Marketing Professional

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🌐 <https://www.asmarketing.design/>

PROFESSIONAL SUMMARY

Results-driven Marketing Professional with a proven track record of boosting brand visibility and engagement through SEO, blogs, social media, and targeted ads. Skilled in driving organic traffic, creating compelling content, and maximizing ROI. Collaborative team player with strong communication and project management skills, consistently delivering impactful marketing solutions. Dedicated to surpassing benchmarks and fostering industry growth through excellence and innovation.

EXPERIENCE

MARKETING COORDINATOR

Jun 2023 - Mar 2024 | Chiroforge , Chaska, MN

- Created visually appealing marketing materials for clients, such as logos, brochures, and websites.
- Boosted business for multiple clients by 30% in just two months through innovative social media campaigns and strategic initiatives
- Managed content for social media platforms, increasing audience engagement.
- Coordinated email marketing for multiple clients simultaneously.

DIGITAL MARKETING ASSISTANT/INTERN

Mar 2023 - May 2023 | Chiroforge , Chaska, MN

- Proofread and quality-checked marketing content.
- Incorporated informative content, resulting in increased shares and followers.
- Created creative content for multiple brands/clients and planned campaigns.
- Helped with marketing campaigns and SEO implementation.
- Monitored customer engagement and feedback for better social media strategies.

ASSISTANT TO DIRECTOR OF MARKETING

Jun 2022 - Nov 2022 | The Malvern School of Glen Mills , Glen Mills, PA

- Developed creative content for existing brands and planned campaigns.
- Proofread and quality-checked marketing content.
- Assisted with creating and implementing marketing campaigns.
- Wrote blogs and social media posts
- Created engaging content, including text, images, and videos.

ASSISTANT TEACHER

Jun 2021 - Nov 2022 | The Malvern School of Westtown , West Chester, PA

DIGITAL PLATFORM ENTREPRENEUR

Jun 2020 - Jan 2024 | LS Closet , West Chester, PA

- Promoted self through social media to increase sales.

- Introduced digital platform @Lscloset128 during pandemic to gross over \$3K in sales TD.
- Built a self-promoted brand
- Identified trends for improvement within the industry.

RECORDING ARTIST

Obie Records , Philadelphia

EDUCATION

HIGH SCHOOL DIPLOMA

Unionville High School , Chadds Ford, PA | Graduated in 2019

BACHELOR OF ARTS

University of Delaware , Newark, DE | Graduated in 2023 | 3.5 GPA

Majored in Communications, with a minor in Marketing/Advertising

SKILLS

SOCIAL MEDIA MANAGEMENT MARKETING STRATEGIES BLOG MARKETING
WEBSITE DESIGN VERBAL AND WRITTEN COMMUNICATION GRAPHIC/MEDIA DESIGN
SEO STRATEGIES CAMPAIGN DEVELOPMENT EMAIL MARKETING/BLASTS ASANA
SPROUT SOCIAL ONTRAPORT CANVA ADOBE DESIGN