



Alicia Antonacci

Academic History

Nova Southeastern University

Masters in Business Administration | Marketing | 2020-2021

Florida State University

Bachelor of Science | Economics | 2015-2019

Professional Goals

I aim to attain an engaging marketing position with a focus on social media marketing and digital marketing. I currently am a professional and self-motivated marketing specialist who loves all aspects of marketing!

Get in touch!

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Abilities

-Advanced proficiency Microsoft Office, Excel, Outlook, PowerPoint, Buffer, Canva, & Squarespace

-Strong organizational skills that reflect ability to perform and prioritize multiple tasks seamlessly with excellent attention to detail

-Strong interpersonal skills and the ability to build relationships with clients and customers

-Highly resourceful team-player with the ability to also be extremely effective independently

-Ability to achieve high performance goals and meet deadlines in a fast paced environment

Work Experience

Social Media Marketing Specialist

Lipof & McGee Advertising | February 2021 - Present

- Manage assigned clients daily social media channels
- Build and maintain clients' content distribution networks
- Responsible for creating a social media strategy to grow a business through social networks such as Instagram, Facebook, TikTok, Twitter, and Pinterest
- Work with photographers to execute content to promote the brand
- Oversee the creation and distribution of email campaigns
- Deliver key insights on social and content performance
- Grow social engagement and referral traffic
- Report on online reviews and feedback from customers
- Community management across social platforms including responding to inquiries and proactive reach out

Marketing Coordinator

Complyright, Inc | July 2019- February 2021

- Took a strategic approach to SaaS product development
- Assisted with deployment of email communications and social media advertisements to customers
- Assisted with planning and forecasting email campaigns using Google Analytics
- Oversaw the eCommerce site with constant updates for product images, prices, content, and inventory

Marketing and Communications Intern

Florida Health Care Association | Jan 2019 - May 2019

- Created and implemented marketing campaigns for approximately thirty annual events
- Created content for weekly and monthly newsletters, published updates to the website and other social media platforms, and acted as a resource to all 4,000 members of the association
- Performed daily marketing tasks working with various software and Internet programs including Magnet Mail, Expression Engine, Microsoft Office, and Survey Monkey
- Utilized a CRM software to find member's information to update weekly email lists