

Laavanya Satyaketu

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EXPERIENCE

Social Media Strategist

Venturetech Solutions | Sunrise, Florida

March 2021 - Present

- Oversee the day-to-day social media channels for each of their brands which includes strategy, optimization, link building, content development, and digital ads management.
- Create and monitor weekly and monthly reports for all brands using Google Data Studio
- Collaborate with social media managers to optimize campaigns by analyzing and modifying campaigns for greater ROI
- Use native advertising platforms such as Taboola and Oath to generate traffic to each brands site
- Coordinate and plan content from various teams using JIRA

Digital Marketing Manager

Pop Your Pup | Lake Worth, Florida

April 2019 - February 2021

- Managed a global team of 30 remotely using tools such as Slack, Trello, and Asana to optimize our workflow
- Created and launched campaigns based on market trends and product launches
- Gathered and analyzed data from the influencer team to set KPIs
- Created and updated SOPs for the marketing department
- Launched and managed our affiliate program resulting in a 50% sign up rate from our influencers
- Partnered with ad agencies to assist with paid social ads
- Monitored social media channels for any inquires and alert the appropriate channels
- Collaborated with the art director to create photoshop automated actions to help increase productivity for the design team

Influencer Manager

February 2016 - April 2019

- Developed, managed, and optimized the Influencer program
- Designed and implemented influencer onboarding flow
- Attract, recruited, and managed influencers with a 50% conversion rate
- Grew the influencer program to become a new source of traffic and sales to the store
- Analyzed data to design and execute A/B tests on influencer campaigns
- Managed influencer budget to include product spend, advertising spend, and content spend

Senior Graphic Designer

March 2015 - February 2016

- Converted customer submitted photos into custom pet art graphics
- Prepped files to be printed on different apparel and household items
- Automated the workflow in photoshop to reduce production time from 15 minutes to 7 minutes per photo.

Marketing Assistant

August 2013 - August 2014

MacNeil Group | Sunrise, Florida

- Format and execute multiple HTML based for weekly, monthly emails, and newsletters
- Worked with different departments within the company to create promotional graphics and training materials.
- Used Constant Contact to create, schedule, deploy, and track email campaigns
- Assisted the sales team in the field by creating graphics and slide decks for their presentations.
- Implemented a workflow to help 10,000+ insurance agents switch their payment method to direct deposit using DocuSign and Constant Contact

Customer Success Specialist

March 2010 - August 2013

Global Response | Margate, Florida

- Worked with 100+ brands ranging from startups, upcoming brands, and well-established brands to help resolve any customer-related issues while upholding each brand's integrity.
- These customer-oriented tasks ranged from:
 - Setting up new customer accounts
 - Placing orders over the phone or chat
 - Resolving shipping issues
 - Redirecting customers to the appropriate channels to resolve their concerns
- Trained and managed a team of 100+ agents for a high paced seasonal account
- Trained new hires on resolving customer disputes while providing exceptional customer service

Assistant Manager

January 2009 – February 2010

RadioShack | Pompano Beach, Florida

- Ran the daily operations of the store which included opening/closing the store. created weekly schedules, made the daily deposits, merchandising, and upkeep the store's visual appearance.
- Coached and managed the sales team to meet our daily sales goals while delivering exceptional customer service.
- Provided ongoing training to the sales team on both current and upcoming products/trends.

Sales Associate

September 2008 – January 2009

- Greeted and assisted customers in finding solutions to their issues by actively listening to their problem and recommending products that can resolve their situation.
- Assist with the SET processes by placing graphics and other visual elements throughout the store.

EDUCATION

Full Sail University | Bachelor in Graphic Design

Art Institute of Fort Lauderdale | Associate degree in Media Arts and Animation

CERTIFICATION

Google Certification | Data Analytics

General Assembly | Certification in UX/UI Design

HubSpot | Social Media Certification

SKILLS

SQL, Tableau, Excel (Pivot Tables, Formulas), JIRA / Asana / Trello, Adobe Creative Cloud, Graphic Design, Data Visualization, Social Media Strategy, Social Media Reporting and Insights