

Elisa Schonfeld

CONTACT

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PROFESSIONAL EXPERIENCE

Social Media Specialist | March 2023 – April 2025

Lipof & McGee Advertising

- Executed social media marketing strategies to enhance brand presence
- Managed radio advertising documentation and linked work files on spreadsheets for seamless collaboration.
- Monitored and maintained client reputations online
- Collaborated with influencers for targeted campaigns.
- Captured and edited professional-quality photos for marketing use. Developed and implemented email marketing campaigns.
- Prepared detailed reports for paid marketing efforts and conducted weekly paid marketing reviews.

Marketing Specialist | January 2022 – September 2022

Bringer Corporation

- Created engaging social media content to drive audience interaction.
- Designed advertising materials for campaigns and promotions.
- Developed and delivered impactful presentations for internal and client use.
- Researched sales trends to identify growth opportunities.
- Authored blogs to enhance SEO and audience engagement.
- Updated and maintained website content for optimal performance.

Social Media Specialist | April 2021 – December 2021

Next Level Marketing

- Managed social media accounts to grow audiences and engagement.
- Authored blogs to increase traffic and improve brand visibility.
- Conducted reputation management to foster positive client perception.
- Coordinated and analyzed paid marketing initiatives to optimize ROI.
- Maintained constant contact with clients and send bi-weekly updates to clients.

Social Media Specialist | September 2020 – April 2021

SDSQL Technologies

- Created and managed social media accounts to drive engagement and build brand awareness.
 - Developed and executed blogging strategies, focusing on high-quality, SEO optimized content to increase web traffic.
 - Collaborated with influencers to design and implement targeted marketing campaigns, boosting reach and credibility.
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EDUCATION

Florida International University | 2015–2019

Bachelor of Business Administration

University of Miami Digital Marketing Bootcamp | 2020