|  |  |  |
| --- | --- | --- |
|  | Elena GarciaDirector of Marketing & Communications | ellasophianyc@gmail.com • (347) 935-1645[LinkedIn](https://www.linkedin.com/in/ellasophia/) • New York 11230 |

|  |  |  |  |
| --- | --- | --- | --- |
| Accomplished and results-driven professional with proven track record of developing and executing strategic marketing initiatives aimed at driving brand awareness, engagement, and revenue growth. Well-versed in building compelling messaging tailored to diverse audiences, cultivating brand identity, and optimizing reach from 3.5K to average of 40K per post between two campaigns. Proficient in utilizing Adobe Creative Suite, Google Analytics, and social media management platforms, including Sprout Social, Hootsuite, Brandwatch, and Sprinklr, with focus on analyzing social metrics to guide marketing initiatives toward optimal outcomes. Remarkable efficiency in elevating brand visibility through innovative communication strategies. Experienced in establishing over 200 captivating social videos, each narrating fascinating stories crafted to clients' unique needs and objectives.Areas of Expertise

|  |  |  |
| --- | --- | --- |
| * Marketing Strategy Development
* Stakeholder Engagement
* Event Management
 | * Marketing Campaign Management
* Website Content Management
* Cross-functional Collaboration
 | * Team Building & Leadership
* Communication Planning
* Content Creation
 |

 |

Professional Experience

Vaughn College of Aeronautics & Technology Jul 2023 – Present

Assistant Director of Marketing & Communications

Liaise with Marketing and Communications VP with emphasis on operationalizing departmental objectives into actionable strategies. Provide guidance, assistance, and professional growth opportunities for team members and student employees. Direct communications with vendors, consultants, and freelancers within allocated departmental resources. Craft persuasive content for creative initiatives across various platforms. Oversee eMarketing (Mailchimp) and website content in partnership with Marketing and Communications Coordinator. Formulate and execute pioneering marketing strategies informed by data analytics and market research.

* Oversaw agency contracted via Airtable by reviewing work and providing feedback, while tracking campaign progress through Raydeus and Brandwatch.
* Captured approximately 70 hours of high-quality video footage and amassed collection of 500 GB of photos to fulfill various marketing campaign requirements and institutional requirements.
* Implemented automated systems on social media platforms with emphasis on streamlining access to information about institution and programs, resulting in eliminating manual responses and reducing monitoring frequency from twice daily to once weekly.
* Utilized variety of CRM tools, analytics platforms, and scheduling software such as ClickUp, Airtable, Brandwatch, Cision, Raydeus, and Hootsuite to enhance social media presence across Instagram, Facebook, and LinkedIn through strategic marketing plans and consistent postings.

Maven Media NY LLC May 2020 – Present

Founder, Creative Producer, and Client Marketing Manager

Direct team managing photo, aerial, video production, and social media to prioritize quality standards. Generate compelling social media videos and formulated growth-oriented strategies for clients. Cultivate client connections and pursued strategic collaborations and partnerships.

* Enhanced performance and remained abreast of emerging trends by monitoring social media metrics.
* Yielded consistent monthly increase of 100-200 new followers and boosted average reach from 1k to 10k per client within initial 3 months by enhancing engagement and fostering growth across multiple platforms.

Women Who Drone Jul 2018 – Present

Social Media Marketing Manager & Video Producer

Conceptualize, shot, and edit YouTube videos with emphasis on promoting company's ethos by conducting workshops and gaining significant viewership and subscriber count. Cooperate with the creative department to devise dynamic social media initiatives spotlighting women within the drone sector. Edit content while capturing footage during product launches hosted by brands, as well as conducting media interviews.

* Aligned captions with brand voice, resulting in average monthly reach of 30K and growing Instagram following to 66K.
* Administered team aimed at maintaining consistent stream of branded content by employing data analytics to refine strategic approaches.
* Formulated and edited complete Part 107 Licensing Online Course for the Women Who Drone Academy, including development and editing phases.
* Yielded notable expansion in audience reach and follower base by curating user-generated content and crafting captivating videos for social media platforms.

Innovative Influence Apr 2021 – Oct 2021

Project Manager

Managed client social media accounts with focus on crafting visually captivating content accompanied by engaging captions. Evaluated performance metrics and collaborated with founder to meet client requirements and foster growth. Conducted regular team meetings to communicate goals, progress, and expectations.

* Boosted engagement and enhanced organic reach by crafting compelling captions tailored to clients' brand voice.
* Achieved reach exceeding 100K and experienced average monthly increase of 10% in followers by remaining abreast of trends, hashtags, and best practices.

Education

Bachelor of Arts in Business Entrepreneurship & Content Creation | Adelphi University, 2020

Honors & Awards

1st Place Marketing Campaign Competition | Bloomberg L.P. & Adelphi University

2nd Place Adelphi Business Competition | Adelphi University