

Vania Biaggi

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SUMMARY: Marketing professional with experience in digital marketing, primarily Content marketing, Email marketing and Social Media management. B.S in Marketing. Analytically and qualitatively trained to assess different markets and identify patterns in consumer behavior. Seeking full-time position in digital marketing.

EDUCATION

Bachelor of Science in Marketing

Northeastern Illinois University

Honors: Merit Tuition Scholarship (2015)

May 2018

Chicago, Illinois, USA

WORK EXPERIENCE

Marketing Associate

01/2016-09/2017

LocalMarke LLC, Saratoga Springs, NY

- Managed email marketing campaign which included creation of content, scheduling, and running AB test for subject line using Vertical Response tool.
- Created social media content on LinkedIn, Twitter, Facebook, and Instagram resulting in an increase in followers by 35%.
- Produced marketing reports with qualitative and quantitative data to track social media performance of 10+ brands to provide end users with information of best marketing practices and effective strategies for increasing interactivity on social channels.
- Support the development of website and landing page design to increase web traffic.
- Evaluated and measured the efficiency of existing content management systems and tools, workflows, and processes for content migration to support the site redesign.

Spanish-Foreign Language Teacher

03/2014-08/2015

Language Stars, Chicago, IL

- Created teaching method through fun-immersion technique and lesson plan that allowed full attainment of learning goal through fun activities and games such as sound cue games, visuals, songs, board games, and reading all immerse in targeted language, Spanish.

OTHER MARKETING EXPERIENCE

- Analyzed current challenges of global Marketing and made recommendations including improving adaption to international distribution channels and other factors such as demographic and culture.
- Studied different impacts of hedonistic and utilitarian motivations to determine consumption trends.
- Elaborated research investigation and Chi-square tests to study eating habits of Hispanic segments and determine correlation of independent variable.
- Conducted survey with 80+ participants through SurveyMonkey online software.
- Designed online marketing plan for start-up restaurant business including marketing objectives, email marketing campaign, and established social media presence across Facebook, LinkedIn, and Instagram.

SKILLS

- Ability to work with diverse backgrounds.
- Creative, innovative, and self-motivated.
- Content Marketing.
- Email Marketing.
- Google Analytics-fundamentals.
- *HTML* programmer.
- Hootsuite Management.
- Independent, and capable of leading.
- Social Media Marketing: Facebook, Tweeter, LinkedIn, YouTube, Google.
- Strong problem-solving, analytical, written, and verbal communication skills.
- Tracking KPI towards CSF.
- Public Speaking.

LANGUAGES

English Native or Bilingual Proficiency. *Spanish* Native or Bilingual Proficiency. *Italian* Intermediate.