

# ALONDRA ACOSTA

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## **MARKETING & MANAGEMENT EXPERIENCE**

### **Pioneer Utility Resources**

#### **Social Media Account Manager**

**Remote**

**January 2023– Present**

- Lead role in the integration of client's media efforts and scheduled weekly digital content
- Produced a marketing strategy for clients based on customer and market trends
- Curated creative content across Instagram, Twitter, LinkedIn and Facebook ensuring a cohesive online brand identity
- Sent out monthly data analytics reports for all social media platforms as well as detailed explanation

### **Brigham Young University**

#### **Online Centrally Managed Assistant & Lead Grader**

**ID , Remote**

**September 2022– July 2023**

- Lead grader for multiple courses including Ensign DM 150, BYU-I BUSPC 116 & FAML 160
- Meet regularly with Program and Course Councils determine support needs & course refinement
- Offer feedback as necessary to the Program and Course Councils on grading notes and rubrics to improve calibration, instruction alignment, and accuracy in scoring
- Develop and maintain feedback libraries and grading notes for all courses in the program

### **Hooley and Burch Marketing**

**Remote**

#### **Copywriter**

**August 2022–December 2022**

- Produce engaging, straightforward text adapted to different advertising channels like websites or print ads
- Use search engine optimization strategies to write copy and boost the website's article search engine ranking
- Collaborate with a team of account managers and creative staff, from concept development to delivery

### **Alondra Acosta Marketing**

**Remote**

#### **Marketing Consultant, Content Strategist, & Creative Director**

**May 2022– Current**

- Consult with companies on their marketing needs to grow brand recognition and revenue
- Rebrand and develop a new website providing all creative, copywriting, content, and logo design
- Oversee & create social media content for multiple different channels with a large audience base while maintaining high engagement rates
- Pitch, develop, and produce photo/video content that results in follower growth

### **Center for Inclusion and Diversity, University of San Diego**

**San Diego, CA**

#### **Social Media Manager & Research Assistant**

**October 2019– March 2020**

- Built, designed, and managed innovative automated weekly email marketing campaigns to 500+ people and ensured end-to-end tracking and proper measurement through Mailchimp
- Tracked, analyzed, and reported weekly analytics and KPIs (click rate and open rate) using Google Analytics
- Wrote copy for social for Facebook and Instagram, posting 3x a week using adobe photoshop to design the posts

## **MARKETING PROJECTS**

### **Givelist Market Research Analysis**

**San Diego, CA**

#### **Market 'Analyst**

**January 2021– May 2021**

- Market Research Analyst for Givelist as part of a marketing research course at the University of San Diego
- Conducted secondary data analysis to identify the relevant target market using Qualtrics to design/administer a survey
- Developed actionable recommendations and presented it to a client in an oral presentation and written report resulting in client adoption of marketing recommendations

## **PROFESSIONAL PHOTOGRAPHY EXPERIENCE**

### **Alondra Acosta Photography**

**Yuma, AZ/San Diego, CA**

#### **Freelance Professional Photographer**

**June 2017– Present**

- Professional photography experience with real estate, portraits, landscape, pet, and event shoots
- Artistic ability to capture client's desired photography needs through various photographic techniques
- Created and produced graphic design work using images captured and Adobe Creative Cloud applications

## **EDUCATION**

### **University of San Diego, Knauss School of Business**

**San Diego, CA**

#### **Bachelors of Business Administration, Marketing**

**May 2022**

- Cum Laude, Deans List, Departmental Honors in Marketing, American Marketing Association Member

## **CERTIFICATIONS AND SKILLS**

**Computer Skills:** Adobe Photoshop, Adobe Lightroom, Social Media (Facebook, Twitter, Instagram, TikTok, Pinterest, Snapchat), SPSS (Statistical Packages for Social Sciences), Qualtrics, Facebook Ad Manager, Hootsuite Platform, Mailchimp Email Marketing, Google Ads, Paid Advertising, SEO, Keyword search

**Certifications:** Hootsuite Certification in Social Media Marketing (Hootsuite 2021), Microsoft Office Specialist: Excel Associate (Excel 2019), Google Analytics Individual Qualification Certification (Google 2021)

**Languages:** Fluent in Spanish and English