

• MARKETING DIRECTOR •

Alexandra D. Lancianese

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PROFILE

Creative marketing director who thrives in fast-paced work environments, whose strengths lie in conceptualization & detail oriented follow-through. Especially adept at creating seamless marketing and key messaging strategies that merge online and offline brand experiences.

TECH SKILLS

Microsoft Office
Adobe InDesign
Adobe PhotoShop
Content Management Systems
Database & Survey Systems
Social Media Networks & Analysis Tools

EXPERTISE

Event coordination & management
Content creation & visual design
Fundraising & sponsorships
Insight analysis & SEO
Technical & creative writing
Organizing a lot of things at once

EXPERIENCE

Marketing Director at Explore Sewickley **2012 – Present**

Coordinate, execute and project manage dozens of large-scale fundraising and community building events, to drive foot traffic to and increase awareness of the business district of Sewickley. Develop and manage content for advertising & marketing campaigns. Savvy and nuanced project management and fundraising, creating innovative, collaborative events. Began as Social Media Coordinator in 2012 and continue to add responsibilities daily.

Freelance Social Media and Content Strategy **2012 – 2013**

Worked with clients to create innovative social media marketing strategies to fit each individual brand and voice. Developed content calendars and schedules. Conducted educational sessions with marketing teams to ensure a seamless handoff.

Marketing Coordinator at Zoltun Design **2011 – 2012**

Public relations and marketing liaison. Developed marketing plan and key messaging, including integrating social media into projected marketing campaign. Conceptualized, researched, and wrote content for publication across all media outlets. Monitored and analyzed data, activity and insights for integrated media campaigns. Developed, organized, and maintained editorial calendar for publication of content across several media outlets, including but not limited to industry events, social media, website, and blog activity. Assisted with daily administrative duties.

EDUCATION

Bachelor of Arts Degree **in Applied Communication**

Kent State University
Kent, OH | 2009

AWARDS & HONORS

WHIRL Magazine
13 Under 30 in 2015

References may be provided upon request.