

ELIZABETH COLANGELO

OBJECTIVE: Marketing professional with six years of experience on both the agency and brand side with a passion for dynamic brand storytelling. Seeking an opportunity to leverage my digital marketing expertise supported by data-driven insights to contribute to the success of an innovative, growing company.

EDUCATION

MASTERS OF BUSINESS ADMINISTRATION (MBA)

Bentley University
January 2021 – May 2023

BACHELOR OF ARTS IN STRATEGIC COMMUNICATIONS

Elon University
August 2014 – May 2018

SKILLS

PROFICIENT IN: Microsoft Office

CRM: HubSpot, WordPress, MailChimp, Typeform

GRAPHIC DESIGN: Sketch, Figma, Adobe Creative Suite, Canva

SOCIAL MEDIA: Facebook, Instagram, LinkedIn, Twitter, YouTube, Pinterest, Snapchat, TikTok, Reddit, Tumblr

SEARCH: Google Ads, Google Analytics, SEMRush, Clearscope

CONTENT PLANNING: Sprinklr, Facelift, Later, Captiv8

EXPERIENCE

MARKETING MANAGER • BREEZEWAY • BOSTON, MA • MAY 2021 - PRESENT

- Responsible for creating the quarterly content calendar and executing campaigns that increase brand awareness and drive sales growth.
- Collaborate cross-functionally to build marketing materials that support the entire customer journey from demand generation to client retention.
- Write and develop case studies, blogs, eBooks, white papers, reports, and website copy to engage target audiences and increase website traffic.
- Partner with vendors to support design, SEO, and Public Relations efforts.
- Expand affiliate program revenue by managing relationships with social media influencers and developing briefs to create engaging content.
- Manage paid social and paid search campaigns, report on performance, and optimize to increase exposure and drive new leads.
- Allocate budget to ensure all ROI and KPI targets are met.

SOCIAL STRATEGIST • REPRISE DIGITAL • NYC, NY • JULY 2018 – MAY 2021

- Managed the overall social media strategy development for agency clients.
- Lead client meetings to report on campaign performance and make data-driven recommendations for future initiatives.
- Briefed creative team and media team to implement paid social media plans.
- Identified emerging trends and consumer insights to share best practices across the agency and recommendations with clients.
- Owned Reprise Digital's corporate social media accounts with the global corporate communications team to establish our agency's brand presence.

INTERNSHIPS

MARKETING INTERN • NESTLE WATERS • STAMFORD, CT • JUNE – AUG. 2017

Researched, designed, and presented case studies to provide insights and recommendations on how to improve consumer engagement and create a premium position in the water category via digital platforms.

MARKETING INTERN • MEREDITH CORP • NYC, NY • JUNE – AUG. 2016

Assisted in all touchpoints of the client experience, including creating pitch decks, proposal writing, campaign execution, recap analytics & case studies, and providing added value.



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