

Olivia Tedesco | Senior Marketing Manager

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Website: OliviaTedesco.com



PROFILE

Experienced senior marketing manager who leverages inbound and outbound marketing. Crafting strategic digital, print, and event campaigns that create brand awareness, generate leads, drive revenue, and strengthen customer loyalty.

EDUCATION

Texas A&M University
Mays School of Business
B.S. in Marketing

- ❖ **Certificate in Sales**
- ❖ Marketing Study Abroad
- ❖ Mays School of Business Annual Sales Competition – Winner of Prestigious “Top 20” with Scholarship Award
- ❖ Marketing Internship in Brisbane, Australia

CERTIFICATIONS

- ❖ Hootsuite
- ❖ [Google Analytics](#)
- ❖ [Google Digital Garage](#)

SKILLS

- ❖ [Event Planning/Management](#)
- ❖ [Canva Design](#)
- ❖ [Social Media](#)
- ❖ [Photography/Videography](#)
- ❖ Adobe InDesign, Photoshop, Lightroom, Illustrator, Premiere Pro
- ❖ Close.io and Hubspot CRM
- ❖ Google Analytics and Adwords
- ❖ Facebook / Meta Ads Manager
- ❖ Wordpress, DNN, SquareSpace, Wix, and more
- ❖ iMovie, MovieMaker, Final Cut Pro
- ❖ Stripe
- ❖ Quickbooks
- ❖ Hootsuite and Buffer
- ❖ Basic website HTML customization

INTERESTS

- ❖ Traveling (50/50 states / 31 countries - so far!)
- ❖ Photography
- ❖ Music
- ❖ Backpacking around the world
- ❖ Hiking
- ❖ Adrenaline activities
- ❖ Hammocking

EXPERIENCE

Senior Marketing Consultant & Manager

2015-Present

[Ecommerce/Parcel](#), [Dentistry](#), [Hospitality](#), [Ecommerce](#), [Bakeries](#), [Non-Profits](#), [Construction](#), [Health & Wellness](#), [Travel](#), and [Education](#) via Nomad Branding

- Currently a contracted Senior Marketing Manager at [Sendl](#). Learn more about my role [here](#).
- Founder of [Nomad Branding](#)
- Designing creative deliverables and lead implementation of digital ads, social media, website, and print including album and book covers
- Working with B2B and B2C clients around the world to develop marketing strategies designed to increase brand awareness, generate leads, and drive sales.
- Directing and managing annual events with 10+ industry speakers and 1K+ attendees

Marketing Manager

2021-2024

Extensiv | Read In-Depth Resume Experience [Here](#)

Remote

- Planned annual customer [User Conference](#) with 200+ attendees. Executed all marketing campaigns: [website](#), email, phone, banner ads, newsletters, pop-ups and more. Results of the event: 4.6+ average satisfaction rating, 45+ expansion opportunities, 15+ customer video [testimonials](#), and a 300% increase in product reviews online
- Planned cross-country customer [road shows](#). Managed cross-department communication, marketing, and [landing pages](#). Results of the events: 4.7+ satisfaction rating, 50+ registrations per show, 30+ opportunities, \$10k+ in monthly recurring revenue, and 5 customer video [testimonials](#)
- Planned and managed [trade shows](#) a year increasing brand awareness, driving prospects to become leads and MQLs, maintaining current customer relationships while driving upsells, and fostering relationships for new opportunities
- Supervised and mentored marketing interns, providing guidance and professional development
- Led bi-weekly sales trainings covering content, campaigns, events, and pipeline best practices in Hubspot and Salesforce
- Assisted in company rebranding from 3PL Central to Extensiv and built strategies for transitioning the brand on social media, events, and advertising
- Planned and hosted company internal and external webinars. Led all webinar marketing
- Managed third-party advertising. Designed collateral for emails, PPC, newsletters, and digital/print
- Created and designed custom swag for 20k items annually
- Member of ‘AFS’, an organization in the company dedicated to company culture creating fun [events](#) and opportunities for the company
- Managed campaign execution and performance of campaigns using Hubspot
- Managed 12+ [social media](#) accounts: monthly strategies, caption writing, designs, scheduling, and post monitoring. Increased organic following by 314%, 300% interactions increase, and 98% impressions increase in 1 year
- Contributed to the company blog. See my written blogs [here](#)

Marketing Manager

2018-2021

Cadence Sound | Read In-Depth Resume Experience [Here](#)

Los Angeles, CA

- Managed all aspects of social media (designing, posting, communicating, updating) with an organic gain of over 3,000 followers in six months
- Coordinated and managed paid partnerships with social media influencers
- Filmed (Premiere Pro), photographed (Photoshop and Lightroom), and edited all material
- Managed ecommerce platforms. Online sales increased from 1-5 total sales/month to 200+ sales/month in 3 months. Executed ads, website sale settings, social media, website banners
- Managed [redesign](#) of multiple websites increasing monthly website visits from 2K to 35K visitors
- Ran website and Google Analytics monthly on website and social media
- Graphic designed (Canva and Photoshop) ads for social media and Google Ads (Adwords)
- Executed and managed advertisements on all platforms (online and print)
- Continuously improved SEO/SEM optimization
- Designed and executed monthly newsletters to 200+ dealers via Hubspot
- [Managed Public Relations](#) and wrote 100+ Press Releases and responded to industry interviews
- Planned and coordinated all events

See the rest of my work experience on my website oliviatedesco.com