

ALICIA AZELTINE

946 Diamond Street • San Diego, CA • (913) 481-3008 • aliciaazeltine@yahoo.com

WORK EXPERIENCE

Power Digital Marketing | San Diego, CA **9/2015 – Present**
Assistant Social Media Strategist

- Created and managed monthly content calendars for various clients' social media pages
- Designed, developed and executed campaigns to reach specific audiences, with my best social campaign reaching over 87,000 people
- Engaged in social media monitoring, reacting and responding on behalf of clients, with my largest client having over 485,000 page likes
- Exposed to all aspects of digital marketing, including SEO, paid media, CRO, content development and outreach.
- Conducted Competitor analysis across channels

Allied Integrated Marketing | San Diego, CA **11/2013 – 9/2014**
Publicity and Promotions Intern

- Managed social media platforms, leveraging Hootsuite, writing posts for Facebook and Twitter
- Researched and wrote press material and presented to media representatives for movie screening
- Consulted with media professionals to arrange promotional campaigns for upcoming films, including Legends of Oz, How to train your dragon 2, And So it Goes, About Last Night, and Jersey Boys
- Represented movie studios in meetings to help manage local business events and screenings for films
- Achieved role objectives by effectively collaborating with colleagues and managing time and internal resources efficiently

EXTRACURRICULAR ACTIVITIES

Pi Beta Phi Sorority

Social Chair

- Coordinated logistics for social events and activities for over 200 people, including arranging venue, food, security, entertainment, transportation and marketing.

SDSU Advertising Club

Active Member

Ad 2 San Diego

Active Member

PROFESSIONAL SKILLS

- Strong customer service experience, with over 5 years in the industry
- Excellent written and verbal communication
- Proficient across all social media platforms and in Microsoft Office

EDUCATION

San Diego State University

Expected Graduation 12/2015

Major: Bachelor of Arts in Journalism Media Studies, Emphasis in Media Studies