



## PROFILE

Experienced 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 / 27 countries - so far!)
- ❖ Photography
- ❖ Music
- ❖ Backpacking around the world
- ❖ Hiking
- ❖ Adrenaline activities
- ❖ Hammocking

# Marketing Manager

## Olivia Tedesco

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## EXPERIENCE

### 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
- Managed the CRM (Hubspot) for Sales and Marketing Departments
- Planned and coordinated all events

See the rest of my work experience on my website [oliviatedesco.com](http://oliviatedesco.com)

### Marketing Consultant

2015-Present

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

- 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