



## PROFILE

Experienced marketing specialist who leverages inbound marketing to craft strategic digital 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 – December 2015

- ❖ **Certificate in Sales** (secondary focus: 12 additional hrs. + 300 hr. internship)
- ❖ Marketing Study Abroad 2014 - marketing studies in 8 European countries for one month
- ❖ 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](#)
- ❖ Photography/Videography
- ❖ Adobe InDesign
- ❖ Adobe Photoshop
- ❖ Adobe Lightroom
- ❖ Adobe Illustrator
- ❖ Adobe Premiere Pro
- ❖ Google Analytics
- ❖ Facebook Ad Manager
- ❖ Canva Design
- ❖ Wordpress, DNN, SquareSpace, Wix
- ❖ iMovie, MovieMaker
- ❖ Close.io and Hubspot CRM
- ❖ Stripe
- ❖ Quickbooks
- ❖ JustUno
- ❖ Hootsuite and Buffer

## INTERESTS

- ❖ Traveling
- ❖ [Photography](#)
- ❖ Music
- ❖ Backpacking around the world
- ❖ Hiking
- ❖ Snorkeling
- ❖ Hammocking

# Marketing Specialist

## Olivia Tedesco

214.354.4504

[MaryOliviaTedesco@gmail.com](mailto:MaryOliviaTedesco@gmail.com)

Website: [OliviaTedesco.com](http://OliviaTedesco.com)

## EXPERIENCE

### Marketing Manager

*Cadence Sound*

2019 - 2021  
*Los Angeles, CA*

- Managing all aspects of social media (designing, posting, communicating, updating) with an organic gain of over 3,000 followers in six months
- Working with social media influencers on paid partnerships (write contracts, choose product, video content, and final approval on videos produced by Influencers)
- Filming (Premiere Pro), photography (Photoshop and Lightroom), and editing all promotional materials for Cadence
- Partnering in managing e-commerce platforms. Online sales increased from 1-5 total sales/month to 200+ sales/month in 3 months. Executing all aspects of online sales (ads, website sale settings, social media, website banners)
- Managing redesign of multiple websites with a vendor which was executed in two months with an increase of monthly website visits from 2K to 35K visitors
- Running website and Google analytics monthly on website and social media to track progress and analyze data
- Graphic designing (Canva and Photoshop) and creating ads to be executed on social media and Google Ads (Adwords)
- Executing and managing all advertisements on all platforms (online and print)
- Continuously improving SEO/SEM optimization
- Designing and executing monthly newsletters to 200+ dealers via Hubspot
- Managing Public Relations and writing 100+ Press Releases for website, social media, and online magazine distribution, and conducting/responding to industry interviews
- Managing CRM (Hubspot) for Sales and Marketing Departments
- Planning and coordinating all events for Cadence (tradeshows, car shows, etc.) and traveling to each event across the country

### Marketing Coordinator

*JVC KENWOOD - Kenwood Communications*

2018 - 2019  
*Dallas, TX/Long Beach, CA*

- Event and Booth lead responsible for \$1M+ tradeshow budget and [coordinating 40+ tradeshows](#) with up to 55K attendees, customer and channel partner events, industry events and sponsorships including event management, logistics, merchandising material fulfillment, and ordering
- Lead and taught Dealer and Rep training sessions with 200+ attendees
- Coordinated all design of promotional and apparel materials for Dealers and giveaways
- Received print, production, and design estimates for advertising budget exceeding \$1M. Coordinating efforts in conjunction with Marketing Director
- Primary administrator of B2B Web Content Management system with 2,000+ users.
- Directed successful CMS migration and implementation using the DNN Platform and working closely with Web Developers to develop custom website tools and themes
- Analyzed social media, sales and website data and marketing environment using internal and external data, creating monthly market report for distribution
- Planned and executed photoshoots utilized for advertising, magazines, and brochures
- Created and edited videos using iMovie, Movie Maker and Final Cut Pro
- Analyzed Statistics and created Digital Reports of all website and social media traffic
- Managed marketing campaigns for product launches

### Marketing Consultant

[Dentistry](#), [Hospitality](#), [E-commerce](#), [Music](#), [Bakeries](#), [Ministries](#), and [Travel](#)

*HIM Ministries*

2019 - Present

*Winch Hire Australia*

2017

*Australian Internships Company Consultant*

2017

- 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

[View Summarized Resume as PDF](https://oliviadedesco.com/wp-content/uploads/2019/09/Resume-September-2019-2.pdf) -&gt;</a>

<span id="consultant_anchor">MARKETING EXPERIENCE</span></th></tr><tr><td valign="top"><b><span style="text-align: left;">Marketing Consultant </span></b></td></tr>	
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Los Angeles, CA

October 2017 - Present</td>

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<li>Dentistry, Hospitality, E-commerce, Music, Bakeries, Ministries, and Travel</li>

<li>Marketing Consultant at HIM Ministries</li>

<li>Marketing Director at PSMUSIC</li>

<li>Working with B2B and B2C clients to develop marketing strategies designed to increase brand awareness, generate leads, and drive sales</li>

<li>Designed creative deliverables and lead implementation of digital ads, social media, website, and print including album and book covers</li>

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<td valign="top"><b><span style="text-align: left;">Marketing Manager</span></b></td>

<b><span style="text-align: left;">Cadence Sound</span></b>

Los Angeles, CA

October 2019 - Present</td>

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<li>Running all aspects of social media (designing, posting, communicating, updating) with an organic gain of over 3,000 followers in 6 months</li>

<li>Working with social media Influencers on paid partnerships (write contracts, choose product, video content, and final approval on videos produced by influencers)</li>

<li>Filming (Premiere Pro), photography (Photoshop and Lightroom), and editing all promotional materials for Cadence.</li>

<li>Partnering in managing e-commerce platforms. Online sales increased from 1-2 total sales/month to 200+ sales/month in 3 months. Executing all aspects of online sales (ads, website sale settings, social media, website banners)</li>

<li>Managing redesign of website with a third party company which was executed in 2 months with a increase of monthly website visits from 2K to 35K</li>

<li>Running website and Google analytics monthly on website and social media to track progress</li>

<li>Graphic designing (Canva and Photoshop) and creating ads to be executed on social media and Google Ads (Adwords)</li>

<li>Executing and manage all advertisements on all platforms (online and print)</li>

<li>SEO/SEM optimization</li>

<li>Managing Public Relations and writing 100+ Press Releases for website, social media, and online magazine distribution</li>

<li>Managing CRM (Hubspot) for Sales and Marketing Departments</li>

<li>Planning and coordinating all events for Cadence (tradeshows, car shows, etc.) and traveling to each event across the country</li>

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<td valign="top"><b><span style="text-align: left;">Marketing & Customer Success Specialist  
eTailPet</span></b>Los Angeles, CA

April 2019 - September 2019</td>

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<li>Lead training for 100+ retailers on B2C eCommerce marketing strategies and implementation, website design and maintenance, social media, and email marketing resulting in an average of 90% sales increase</li>

<li>Designed retail creative media for 30+ social media posts daily, website banners, flyers, industry case studies, and digital/print ads using Canva, Photoshop, and InDesign</li>

<li>Conducted competitive analysis on Amazon Marketplace, Shopify, and Endless Aisles</li>

<li>Media contact responsible for media writing and conducting/responding to industry interviews</li>

<li>Designed and executed monthly newsletters to 200+ retailers via SendGrid</li>

<li>Reported and tracked corporate and client KPIs through Google Analytics and present to leadership team</li>

<li>Coordinated, managed, designed apparel. and traveled to tradeshows and events</li>

<li>Demoed eCommerce platform to prospects and closing 90% of leads from CRM</li>

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<td valign="top"><b><span style="text-align: left;">Marketing Coordinator  
JVCKENWOOD - Kenwood Communications</span></b>Dallas, TX/Long Beach, CA

June 2018 - April 2019</td>

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<li>Event and Booth lead responsible for \$1M+ tradeshow budget and coordinating 40+ tradeshows with up to 55K attendees, customer and channel partner events, industry events and sponsorships including event management, logistics, merchandising material fulfillment, and ordering</li>

<li>Coordinated all design of promotional and apparel materials for Dealers and giveaways</li>

<li>Received print, production, and design estimates for advertising budget exceeding \$1M, coordinating in conjunction with Marketing Director</li>

<li>Primary administrator of B2B Web Content Management system with 2,000+ users.</li>

<li>Directed successful CMS migration and implementation using the DNN Platform and working closely with Web Developers to develop custom website tools and themes</li>

<li>Analyzed social media, sales and website data and marketing environment using internal and external data, creating monthly market report for distribution</li>

<li>Planned and executed photoshoots utilized for advertising, magazines, and brochures</li>

<li>Created and edited videos using iMovie, Movie Maker and Final Cut Pro</li>

<li>Monitored Statistics and created Digital Reports of all website and social media traffic</li>

<li>Managed marketing campaigns for product launches</li>

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<td valign="top"><b><span style="text-align: left;">Marketing Officer  
Australian Internships/Winch Hire Australia</span></b>Brisbane, Australia

**International Experience**

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- <li>Designed and implement campaigns for Instagram, Facebook, LinkedIn, and Google Ads</li>
- <li>Organically grew Facebook following from 5K to 40K and Instagram following from 100 to 1K in 6 months</li>
- <li>Filmed, photographed, and edited promotional materials</li>
- <li>Re-Designed and maintained the Winch Hire Australia Website using WordPress and SquareSpace</li>
- <li>Designed and executed email campaigns that are sent out to 2K users monthly</li>
- <li>Processed cold and warm leads turning inquiries into sales and going to businesses to convert prospects into

customers</li>

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**EDUCATION**

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<td valign="top"><b><span style="text-align: left;">Texas A&M University - Mays School of Business</span></b><b>College Station, TX

Graduated December 2015</td>

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- <li>Bachelor of Business Administration in Marketing</li>
- <li>Certificate in Sales (secondary focus: 12 additional hrs. + 300 hr. internship)</li>
- <li>Marketing Study Abroad 2014 - marketing studies in 8 European countries for one month</li>
- <li>Mays School of Business Annual Sales Competition – Winner of Prestigious “Top 20” with Scholarship Award</li>

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**CERTIFICATIONS / SKILLS**

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- <li>Google Analytics and Google Digital Garage Certified</li>
- <li>Microsoft Suite including: PowerPoint, Word, Excel, Publisher</li>
- <li>Adobe Suite (InDesign, Photoshop, Lightroom) Google Analytics, Facebook Ad Manager, Canva Design, Wordpress, DNN, iMovie, MovieMaker</li>
- <li>Hootsuite Certified 2015</li>

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**PERSONAL INTERESTS**

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<li><b>"Mary Olivia Photography"</b> Freelance Portrait and Wedding Photographer (2010 – Present)</li>

<li>Traveling the world, backpacking, hiking, snorkeling, photography, hammocking, being outside, and Italian food</li>

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