

Adrianna Valenta

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Objective: Detail-oriented and creative digital marketing professional with 2+ years of experience coordinating campaigns, managing digital content, and analyzing performance metrics to drive brand engagement. Proven success supporting omnichannel initiatives, optimizing digital touchpoints, and collaborating cross-functionally to execute marketing strategies that convert.

My Spray Tan Artist, Bedminster NJ

Manager, Digital Marketing and Operations January 2024-Present

- Led end-to-end digital marketing initiatives, increasing Instagram followers by 50% and improving customer engagement across channels.
- Managed marketing calendars and aligned timelines with product launches and seasonal promotions.
- Oversaw full content lifecycle across Instagram, Facebook, and email marketing campaigns, ensuring alignment with brand identity and business objectives.
- Tracked campaign KPIs (SEO, engagement, sales) and presented insights for continuous performance optimization.
- Collaborated with a team to align digital campaigns with product launches, promotions, and seasonal initiatives.

Coordinator, Social Media August 2023- December 2023

- Created and scheduled platform-specific content for Instagram and Facebook aligned with brand tone and audience.
- Engaged directly with users to enhance community growth and brand loyalty.
- Monitored performance metrics and actionable insights provided to inform strategy and improve audience targeting.
- Proposed trend-forward ideas to drive engagement and boost reach.

Odeliya Pro Beauty, Brooklyn, NY

Intern, Marketing and Advertising January 2023-May 2023

- Supported the digital marketing team in developing campaign briefs, creating content calendars, and planning integrated social strategies.
- Conducted competitive research and industry analysis to support campaign positioning and innovation.
- Helped implement email workflows and promotional campaigns aligned with the brand's digital goals.
- Maintained marketing databases and ensured timely updates for internal communication.

Education

Bachelor of Science in Cosmetics and Fragrance Marketing, May 2023

The Fashion Institute of Technology, State University of New York
New York, New York

Licenses

Licensed Aesthetician, New Jersey State Board of Cosmetology and Hairstyling, January 2018

Technology

- Design & Editing Tools: Adobe Creative Suite/Creative Cloud (Photoshop, Illustrator, InDesign), WordPress, Canva, Procreate, Snapseed,
- Office & CMS Tools: Microsoft Office Suite (Excel, Word, PowerPoint, Outlook), Google Workspace, Square
- Social Media Platforms: Instagram, Facebook, TikTok, YouTube, LinkedIn, X/Twitter, Pinterest, Snapchat

SKILLS

- Digital Campaign Execution
- Performance Analytics & Reporting
- Email Marketing Support
- Social Media Strategy
- Content Creation & Copywriting
- SEO & Trend Analysis
- Project Management
- Strong Leadership & Team Skills
- Exceptional Organization