

# Adrianna Valenta

(908)-892-8123

adrianna.valenta@gmail.com

Website: www.adriannavalenta.com

**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