Rosanna Cypriano

Portfolio: digitalrose.my.canva.site

(415)320-5208 | rosanna.cypriano@gmail.com | LinkedIn.com/in/rosecypriano/

Experience

Sky Society (Marketing Media)   Remote
Influencer & Social Media Marketing Coordinator (part time)   Aug. 2022 - Present
- Created SEO-optimized blog content using Semrush to increase the company's web traffic
- Published an email newsletter that received a 36% open rate and a 10% click-through rate
- Designed impactful influencer marketing campaigns with social media influencers to drive engagement and reach
- Implemented Instagram Ad campaigns to increase podcast listenership

Digital Tank Marketing Agency   Remote
Marketing Success Manager   Feb. 2022 - Present
- Directly coordinate with clients and team to provide full marketing services to hospitality, city, health and wellness clients
- Support content shoots, campaign planning, and strategizing creative content to syndicate on social outlets
- Analyze reports and analytics to identify opportunities to improve client metrics and growth to as high as a 10% increase
- Improve client metrics and growth by 10% through evaluation of reports and analytics
- Present enticing marketing materials, pitch decks, proposals, and monthly reports for campaigns to achieve business objectives
- Create 30 monthly posts for Instagram, Facebook, and Google My Business, ensuring a cohesive online brand image for clients
- Manage client's SEO and Google My Business listings utilizing YEXT boosting reach by 85% within the first month

Owner.com (Restaurant Marketing Startup)   Remote
Client Onboarding Manager   Jan. 2021 - Feb. 2022
- Built and sustained new partnerships through client relations and collaboration to maximize product performance
- Utilized SEO tactics, web development, and digital marketing to improve restaurant partners online presence
- Successfully educated and trained 60 partners simultaneously on sales optimization throughout the customer journey
- Top onboarding performer with over 400 successful launches resulting in a promotion within 5 months of starting the role

San Francisco Giants Organization - MLB   San Francisco, CA
Client Relations and Customer Success Associate   Feb. 2020 - Jan.2021
- Provided high-quality customer service via phone, e-mail, chat, and in-person communication
- Up-sold high-volume attendees on additional services and demonstrated strong leadership abilities
- Top-ranked Salesforce team member with 300 inbound/bound calls per week

Shryne Group   Sacramento, CA
Event Marketing Representative - Head of Sacramento Region   Mar. 2016 - June. 2020
- Oversaw the management and leadership of a team of 10 Brand Ambassadors
- Prepared detailed inventory and payroll reports in Excel and Quickbooks for my targeted region
- Coordinated and hosted activations, festivals, and conventions representing the brand and building relations to generate sales
- Collaborated cross-functionally with multiple corporate departments to develop innovative strategies for marketing campaigns

Key Skills

- **Content Creation/ Design:** Extensive experience in photography, videography, and Canva design creation
- **Analytics:** A skilled user of Excel, YEXT, SEO, and certified in Google Analytics to build data-driven solutions
- **CRM:** Advanced in Salesforce, Hubspot and Facebook Insights
- **E-Commerce/SEM:** Experienced with Wordpress, Wix, Webflow, Facebook Ads, Semrush, & MailChimp
- **Social Media Marketing:** Well-versed in managing social content with Miro & Later for social media platforms
- **Project Management:** Expertise working cross-functionally with HubSpot, Trello, Zoom, Asana, Notion, ClickUp, & Slack
- **Languages**: Bilingual in Portuguese & proficient in Spanish

Education

UC Berkeley   Berkeley, CA
Digital Marketing BootCamp Certification   2021
Universidad De Alicante   Alicante, Spain
Bachelors in Communications: International, Intercultural Communications, and Spanish language courses   2019
Sacramento State University   Sacramento, CA
Bachelors in Communications: Member of Alpha Phi International Women's Fraternity   2018