

VANESSA ALVAREZ

CONTACT

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📍 California

EDUCATION

Business Administration,
Marketing Concentration, B.A.

Cal State Fullerton

SKILLS

- Social Media Management
- Canva
- Content Creation
- Community Management
- Figma
- Adobe Creative Suite
- MS Excel + Powerpoint
- Shopify
- Asana
- Notion
- Teams + Slack
- Fluent in English, Spanish, and Portuguese

INTERESTS

- Fashion / Beauty
- Photography
- Running
- Reading

WORK EXPERIENCE

Marketing Coordinator

Underlining Beauty

June 2024- Feb. 2025

- Managed and scheduled content for Nailboo and Freewill's Instagram and social media accounts, optimizing posting strategies to enhance audience reach.
- Collaborated cross-functionally with designers, video editors, and marketing teams to produce high-quality, on-brand content.
- Conducted competitive analysis and market research to refine content strategies and improve brand positioning.
- Designed and collaborated on marketing assets using Figma, ensuring cohesive branding and high-quality visuals.
- Created and maintained detailed content calendars and marketing schedules using Notion, streamlining operations and ensuring timely execution.

Account Manager

Lescher Mokuau Group

Feb. 2021- May 2024

- Managed and grew social media accounts with 300K to 1.7M followers for high-profile comedians and performers, including Gabriel Iglesias, Nikki Glaser, and Natasha Leggero.
- Increased client following by 25% in 3 months through targeted social media ad campaigns, driving a 60% increase in ticket sales.
- Collaborated with the creative team using Figma and Photoshop to design and maintain consistent branding across all marketing and advertising materials.
- Integrated Shopify into promotional strategies to streamline e-commerce operations, increasing merchandise sales by 40%.

Social Media Coordinator

Lescher Mokuau Group

Feb. 2020-2021

- Supported the development of marketing campaigns and assets including email and digital ads.
- Craft and maintain a distinct brand voice through expert copywriting.
- Collaborate with a cross-functional creative team to establish a cohesive branding message across all digital marketing materials, including Instagram, TikTok, Twitter, and Facebook.