



Victoria Egea

MARKETING & COMMUNICATIONS
PROFESSIONAL

Details

Watertown, MA
United States
(561) 379-0405
victoriaegea23@gmail.com

Links

[LinkedIn](#)
[Portfolio](#)

Skills

Microsoft Office
Drupal 10
Canva
Sprout Social
MailChimp & Constant Contact
Google Analytics
Google Ads
Press Releases & Media
Advisories
Adobe Lightroom
Photography
Graphic Design
Trello

Languages

English

Spanish

Education

BASc, Marketing, Florida State University, Tallahassee, FL

JUNE 2018 – APRIL 2022

GPA 3.46

Minor in Communications , Florida State University, Tallahassee, FL

JUNE 2018 – JUNE 2020

Licenses & Certifications

Harvard Division of Continuing Education, Digital Marketing Strategy

APRIL 2023 – APRIL 2023

Credential ID: 2310 – E4H6 – VZAK

Employment History

Marketing & Communications Manager, Freedom Trail Foundation, Boston, MA

MAY 2023 – PRESENT

- Collaborated with external media agencies on executing paid media campaigns, creative direction, implementation, and testing.
- Increased social media following by an average of 13%.
- Planned, managed, and executed daily social media publishing and community messaging via Sprout Social.
- Partner with and manage external creative agencies such as photographers, writers, and content creators.
- Applied marketing knowledge to enhance event planning and drive attendance through targeted promotional campaigns.
- Coordinate external media interview requests, facilitating seamless communication and scheduling between media outlets and the Foundation.

Marketing & Communications Coordinator, Freedom Trail Foundation, Boston, MA

JUNE 2022 – MAY 2023

- Oversaw all social media platforms and created relevant and engaging content.
- Managed all aspects of the online store including fulfilling orders, and uploading new products, images, and descriptions.
- Created a monthly newsletter with engaging copy and content, and distributed it to 12,000 subscribers.
- Managed website content updates and edits, ensuring timely and accurate information for visitors.

Social Media & Digital Marketing Intern, Current Agency, Tallahassee, FL

JANUARY 2022 – MAY 2022

- Teamed with leadership to refine social media strategy and ensure proper messaging was being executed.
- Assisted in managing social media channels and editorial calendar to ensure content was timely, relevant, and engaging.
- Prepared weekly updates and reports to track the growth and success rates of campaigns.
- Assist with website copywriting, proofing, and updating as needed.