

Crystal Aria

SOCIAL MEDIA MARKETING & COMMUNICATIONS

TEL 407.924.4005 EMAIL crystal@crystalaria.com PROFILE [linkedin.com/in/crystalaria](https://www.linkedin.com/in/crystalaria)
1810 Morrill Street, Sarasota, Florida 34236

Qualification Summary

Experienced creative and strategist. Skilled at developing and creating social media marketing campaigns that build brand awareness, increase engagement and incremental sales. Recognized for excellent project management skills, a strong work ethic and proactive disposition. Tenacious problem solver with a natural ability to thrive when faced with challenges or the chance to scale new heights. Maintains a positive, solution- and customer-focused outlook and always asks, "Is there a better way to do this?"

- Marketing strategies and campaigns
- Brand identity and social "voice" development
- Project and program management
- Community building and outreach
- Market research and competitive intelligence analysis
- Customer acquisition, persuasion and conversion
- Reputation management
- Technology implementation
- Social media optimization
- Writing and editing

Experience

Bealls Department Stores SOCIAL MEDIA MANAGER

January 2010 to Present

Regional department store chain headquartered in Bradenton, FL.

- Drove first-ever coordinated strategy and execution for Bealls social media marketing efforts, including the implementation of two Buddy Media custom tabs on Bealls Facebook page.
- Developed and managed online marketing campaigns, social media editorial calendar, administration of social media sites Facebook, Twitter and Flickr, and discussions on external blogs, forums and influencer sites.
- Created a strong, visible social media presence and leveraged social media to combat perceptions and to acquire new customers.
- Grew Facebook fan base from 481 fans to 30,000 fans with an approximate earned media value of \$115,000.
- Increased ecommerce sales from Facebook by 727% in 7 months and developed social media marketing strategies to optimize ROI and fuel revenue growth.
- Acted as cross-team social media consultant for social commerce and open graph integration planning.

Paquin Healthcare Companies GRAPHIC PRODUCTION MANAGER & MARKETING COORDINATOR

November 2006 to July 2009

Nationwide retail healthcare consulting firm specializing in comprehensive retail business solutions with more than 200 hospital clients. Recognized in Inc. Magazine's 2009 500 List.

- Supported the Vice President of Marketing in the planning, content creation, editing, and creative direction of marketing communications campaigns in alignment with strategic objectives.
- Managed projects from concept to completion; securing job estimates and coordinating with outside vendors to ensure competitive pricing, quality control and on-time completion of projects.
- Launched a nutraceutical line (Care Nutrition) and a cosmetic line (Curo Minerals); scope of work included conducting market and competitor research, and designing product labels, marketing collateral and POS materials.
- Executed marketing campaigns for company's annual Retail Healthcare Conference; creating graphics, direct mail pieces, signage, conference materials and website content.
- Spearheaded book cover design and typesetting of CEO's book, *The Retail Healthcare Revolution*. Directed design of microsite; assisted in Amazon.com merchant account setup and marketing for the book signing event at the World Health Care Congress in Washington, DC.
- Bolstered company's ecommerce solution by directing redesign of 40+ hospital ecommerce storefronts and partnering with internal teams to create monthly print and online marketing campaigns.

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Experience

Magic Business Forms

March 2005 to November 2006

GRAPHIC DESIGNER

Multi-million dollar print brokerage and design house supplying printing services to clients including Children's Home Society of Florida and Middleton Pest Control.

- Designed and produced graphics, collateral and promotional products for a diverse group of clients and industries, ranging from business communications to POP displays.
- Project coordinator and liaison – worked closely with Children's Home Society of Florida to design and distribute quarterly newsletters for their 14 regions.
- Assisted in client ecommerce account setup and maintenance.
- Peer development – training and mentoring fellow graphic designers on best practices.

BCT/G Four Graphics

March 2003 to March 2005

PREPRESS SPECIALIST

Nationwide wholesale printing company providing local service to ad agencies, mailing centers, and national retailers including Office Depot and Office Max.

- Managed incoming jobs, department communication, cross-platform accessibility and client education.
- Systematized art submission and production processes, doubling efficiency for two positions.
- Produced, prepared and preflighted jobs for output to various devices in the prepress department.

The Florida Review

January 2003 to December 2003

COPY EDITOR INTERN

Literary journal published twice yearly by the University of Central Florida; each issue includes fiction, poetry and literary nonfiction.

- Supported the Editor in Chief in screening manuscripts, editing, typesetting and producing the journal.
- Researched and developed comprehensive advertising campaign, focusing on affiliate sponsorships.
- Website development – synthesizing and generating content, designing and building website.

Awards & Exhibitions

Gold Addy 2007, Districts (Student)

Silver Addy 2007, Local (Student)

Orlando Museum of Art's "Artist of the Month" Exhibition, May 2008

Orlando Museum of Art's "1SThursdays at OMA" Exhibition, October 2007

Best of Show Award, VCC Annual Juried Art Exhibition, 2007

Technical Skills

Mac and Windows OS, Microsoft Office, Google Search/Analytics/Trends/Alerts, Coremetrics Analytics, PitchEngine and related tools, keyword optimization, buzz pocket mining, Twitter, TweetDeck, Radian6 and monitoring software, Adobe Photoshop, Illustrator, InDesign, Acrobat, QuarkXPress Certified Expert, Dreamweaver, HTML/HTML editors, basic CSS and Certified U.S.P.S. Mailpiece Quality Control Specialist.

Education

B.A., English, University of Central Florida, 2004

A.S., Graphic Design, Valencia Community College, 2008