



# Alyssa Demarco

A Senior Digital Marketing Specialist with 10+years of experience, specializing in project management, content marketing social media advertising, and lead nurturing A proven track record of leading diverse marketing teams to execute high-impact campaigns. Adept at developing strategies to grow brand awareness and enhance market penetration.

## Professional Experience

### Senior Digital Marketing Specialist

Brooklyn Craft Inc., New York, NY May 2016 - Present

- ◆ Define overarching digital marketing strategy for a craft beer company with 20+ products, including paid search campaigns and social media initiatives
- ◆ Identify partnership opportunities with online craft beer retailers to integrate digital advertisements and promotions, contributing to a \$500K sales increase in 2020
- ◆ Partner with the Digital Marketing Manager and advertising teams to establish brand identity and differentiate craft beer products in a crowded marketplace

### Digital Marketing Specialist

Manhattan Craft Seltzer. New York, NY May 2011 - May 2016

- ◆ Oversaw social media campaigns and digital marketing projects for a craft seltzer beverage company and conducted research on Google Analytics and competitors
- ◆ Collaborated with the sales and marketing teams to build a brand identity centered on quality and natural ingredients in alignment with target demographics
- ◆ Increase engagement on Instagram by 50% and grow audience from 20K to 60K followers over the course of two years

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## Education

### Bachelor of Arts (B.A.) Marketing

University of Syracuse, Syracuse, NY  
September 2007 ■ May 2011

## Key Skills

- ◆ Project Management
- Cross-Functional Leadership
- Brand Marketing
- Digital Advertising
- Google Analytics