

# Aria Price

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Target Field: Marketing

## PROFILE

Marketing Specialist with experience delivering measurable outcomes in Marketing. Strong in execution, clear communication, and building systems that scale. Comfortable owning work end-to-end and collaborating across teams.

## EDUCATION

**Michigan State University**

B.A. Advertising

Miami, FL

2021 — 2025

- Honors program; Capstone project with documented results

## EXPERIENCE

### Marketing Specialist — Lift Digital

*Boston, MA | Sep 2023 — Present*

- Implemented a cross-functional initiative; improved a key metric by 12% through iteration and better tooling.
- Created dashboards and recurring reporting; reduced decision turnaround time by 30%.
- Standardized processes and documentation; cut manual effort by 45% and improved consistency.
- Partnered with stakeholders to define requirements, align on scope, and deliver on schedule.

### Lifecycle Marketing Associate — Vivid Commerce

*Atlanta, GA | Jul 2021 — May 2023*

- Coordinated a cross-functional initiative; improved a key metric by 27% through iteration and better tooling.
- Created dashboards and recurring reporting; reduced decision turnaround time by 30%.
- Standardized processes and documentation; cut manual effort by 45% and improved consistency.

### Associate — Bluewave Media

*Phoenix, AZ | Jun 2019 — Jun 2021*

- Launched a cross-functional initiative; improved a key metric by 27% through iteration and better tooling.
- Created dashboards and recurring reporting; reduced decision turnaround time by 40%.
- Standardized processes and documentation; cut manual effort by 65% and improved consistency.

## PROJECTS

### Lifecycle Email Refresh

- Segmented audiences and rewrote campaigns to improve CTR and retention.
- Built reporting cadence and testing plan for continuous iteration.
- Presented results to stakeholders and documented next steps.

### SEO Content Program

- Created topic clusters and briefs; updated high-traffic pages for better conversion.
- Audited technical SEO and worked with devs on fixes.
- Presented results to stakeholders and documented next steps.

### Paid Social Testing

- Ran creative tests across multiple concepts and tightened targeting strategy.
- Built dashboards to track CAC, ROAS, and cohort outcomes.
- Presented results to stakeholders and documented next steps.

## SKILLS

**Skills:** CRM, A/B testing, GA4, Campaign strategy, Copywriting, Landing pages, SEO, Reporting, Email marketing, Paid social

**Certifications:** HubSpot Email Marketing, GA4 Certification, Meta Blueprint (In Progress)