

Marissa Bellusci

Marketing Manager & Creative Designer

Experience

SOS Hydration Inc. - Boulder, CO (March 2021 - Present)

Marketing Manager (July 2022 - Present)

- Plan and execute digital marketing campaigns, including email marketing, organic social media, content marketing, influencer partnerships, and paid advertising
- Planned and executed product launches, coordinating with cross functional teams to ensure successful go-to-market strategies
- Liaise with content creators and agencies to create engaging and compelling content for various channels

Creative Lead (March 2021 - July 2022)

- Designed collateral for various platforms and mediums, including print, digital, and social media
- Lead the packaging design process for a new product launch, conceptualizing a
- Managed and maintained the company's brand identity, ensuring consistent messaging and visual representation across multiple channels
- Created a clear-cut brand guideline book for internal and external use

Freelance Web Designer (May 2020 - Present)

- Built and maintained companies' online presences, redesigned websites, and optimized ad campaigns

Tri-Coastal Design Group (July 2018 - September 2020)

Product Development Coordinator

- Assisted in creating product briefs and specifications, outlining design requirements, target consumers, pricing, and timelines
- Collaborated with licensor and sales/marketing teams to provide product information, descriptions, and supporting materials for product launches

CLIQ Jewelry (June 2017 - April 2018)

Marketing Coordinator

- Wrote press releases, media pitches, and other materials to effectively communicate key messages and generate interest from journalists and media outlets
- Planned monthly content calendar and executed social posts on multiple platforms

Contact

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Boulder, CO

Skills

Project management

Digital Advertising

Ad Performance Reporting

Content Marketing

Copywriting

Graphic design

Packaging design

Web design (HTML, CSS,

Basic Javascript)

Adobe Creative Suite

Education

SUNY Geneseo

Geneseo, NY - BA English

(August 2013 - May 2017)

References

Available upon request