





ADRIANNE BARTOLO

MARKETING SPECIALIST

CONTACT

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-  Linden, NJ

SKILLS

Adobe Creative Suite
Hootsuite | Salesforce | CRM
Mailchimp
Video Marketing
SEO
Web Designer
Event Marketing

EDUCATION

B.S IN DIGITAL MARKETING

FAIRLEIGH DICKINSON UNIVERSITY

2017 - 2021


LANGUAGES


English

Spanish

REFERENCES


Paige Soltano

 paigesoltano@fdu.edu

 917-439-6127

William Robert

 williamaroberts2006@gmail.com

 845-641-6758

PROFILE

Adrienne Bartolo is a highly skilled Marketing Associate at Altherm, Inc. Bartolo obtained a Bachelor's of Science degree in Digital Marketing and has expertise in using cutting-edge software to deliver high-quality content and campaigns. She maintains analytical reports on all company platforms, oversees company website, and collaborates closely with high-ranking managers and top brands in the industry. With strong communication skills, strategic thinking, and a strong work ethic, Bartolo is a valuable asset to the Altherm team and consistently delivers excellent results.

WORK EXPERIENCE

Marketing Associate

Altherm, Inc.

Jun. 2021 - Present

- Manage and analyze social media accounts on a weekly basis, gathering insights on engagement, reach, and other key metrics to establish content creation and other marketing efforts
- Develop and execute email marketing campaigns to customers resulting in a 25% increase in open rates and a 10% increase in CTR with Mailchimp
- Co-authored with the Head of Marketing to create a comprehensive product selection guide for sales team, enabling them to provide customers with optimal product solutions in a digital way
- Conduct regular website maintenance, ensuring that up-to-date information on new products and other relevant data from manufacturers is accurately reflected

Social Media Intern

Reach Marketing LLC

Jan. 2021 - May 2021

- Partnered with the intern team to create a social media content calendar with Hootsuite, conducting research to guide future content creation
- Conduct competitor analysis and researched industry trends to reform social media strategy, improve engagement and overall effectiveness of the company's social media platforms.
- Designed content for B2B utilizing Canva, crafting compelling posts and graphics that effectively engaged target audiences and increased brand awareness
- Consolidated weekly reports of company progress into a shared Excel file, facilitating collaboration and streamlining information sharing among team members

Customer Relations Intern

Toby Solutions

Oct. 2020 - Feb. 2021

- Led the marketing team in advising key influencers and small business owners to promote their brand and media presence with our customizable media kits
- Operated software/applications (Flodesk, Canva, Honeybook, and Squarespace) to deliver services to active clients
- Successfully managed cross-functional projects by utilizing Asana to keep the team on track and on schedule

PERSONAL PROJECTS

In my spare time, I manage two social media accounts in different industries simultaneously.

@adri_bites

- Reached 531 accounts, +18.9% in engagement and +33.3% total followers

@screenreelpodcast

- Reached 27.1K accounts, +791% in engagement and +77.1% total followers