**ERIKA IMBRIALE**

916-628-1924 // Erika.Imbriale@gmail.com

PROFESSIONAL OBJECTIVE:

Seeking a Social Media, Influencer or Digital Marketing position.

SUMMARY OF QUALIFICATIONS:

 •Expert in social media trends and best practices for business

 •Innovative content creator and strategist

 •Team management and project facilitation

 •Detail oriented and highly motivated to perform

 •Excellent communication skills, oral and written

 •Great communicator with customers, guests and clients

RELEVANT WORK EXPERIENCE:

*Social Media PR Specialist*- Pala Casino Spa & Resort

Pala, Ca April 2017- January 2018

 •Builds relationships with local influencers /talent to visit property for coverage

 •Develops digital relationships and campaigns revolving around the property

 •Works with talent/brand agencies to plan and organize events covering the property

 •Curates media and implements initiatives to encourage User Generated Content

 •Makes meaningful PR connections with local and nationwide digital outlets

 •Writes blog and social content to cover property-wide events and activities

 •Supports social media team as to achieve departmental KPI’s

*Digital Community Marketing Manager*- Ily Couture

Based in Utah (worked remotely) March 2013- April 2017

 •Managed ambassador program focusing on social influencer /talent for brand exposure

 •Managed affiliate marketing team

 •Organized and created all digital marketing and copy seen on website

 •Managed all social media channels

 •Planned strategic partnerships for better brand exposure

*Marketing Manager*- Ygnacio Valley Christian School (Contracted for 1 year)

Concord, Ca August 2012- June 2013

 •Facilitated launch of school rebranding and develop a marketing strategy

 •Organized and managed print and digital marketing promotions

 •Generated graphic arts: digital and print graphics and logo design

EDUCATION:

Bachelors of Art in Business Administration California Baptist University