



# ELISA RODEZNO

MARKETING PROFESSIONAL

## CONTACT

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Dania, Florida

## EDUCATION

Bachelor of Science  
University of Central Florida

Concentration:  
Health Administration and  
Life/ Biomedical Sciences  
Minor: Psychology  
Certificates: Health communication and  
Human Resources

## KNOWLEDGE

Adobe  
Microsoft  
Canva  
Photography  
Design  
Social media

## SKILLS

Research  
Branding  
Hospitality  
Sales  
Merchandising  
Bilingual  
Writing

## ABILITIES

Detail Oriented  
Resourceful  
Creative  
Solution-Oriented  
Time Management  
Leadership  
Critical thinking

## ABOUT ME

I am a graduate passionate about research, data, and creativity. Throughout my education, I discovered my interest in marketing from starting a club in high school as vice president and CMO to creating educational campaigns in college. I took on my first marketing role after college, where I excelled in branding, campaign development, data analysis, and local marketing.

I doubled the following, interaction, and subscriptions on Facebook and Instagram. Increasing sales for our most profitable businesses, such as party room rentals and catering. I am eager to continue growing as a digital marketer.

I am known for being a well-rounded hard worker, resourceful, and creative thinker, with a strong commitment to respect, trustworthiness, kindness, and honesty. I am an organized self-starter and a collaborative team member, striving to do my best and tackle new challenges.

## EXPERIENCE

### Marketing Manager

*Bambinelli's Italian Restaurant*

June 2022 - July 2024

- Developed marketing campaigns. Planned with team, oversaw execution, collected data for project analysis, and determined direction for future quarter campaigns.
- Oversaw all social media accounts, online profiles, and websites to ensure brand consistency, information accuracy and development, and tracking engagement.
- Created email marketing strategies and campaigns, while analyzing performance data to optimize results.
- Coordinated and organized brand materials and information. Created and edited menus, logos, advertisements, training materials, and décor for brand cohesiveness.
- Drove branding initiatives and new product development through photography and videography to create engaging content.
- Collaborated with general managers to present new ideas and market research, collect data, and discuss results with team, to determine future direction and actions.
- Planned, organized, and led community events, catering, and event logistics for groups ranging from 30-400 people.

### Server/Host Lead

*Giovanni's Italian Restaurant*

June 2018 - December 2021

- Demonstrated exceptional customer service skills and teamwork while serving hundreds of customers weekly, leading to recognition for my professionalism, diligence, and intelligence.
- Implemented strategies to optimize downtime by cleaning and stocking the restaurant, enhancing both the customer experience and operational efficiency during peak hours.
- Trained and mentored new team members on proper cleaning protocols, etiquette, and daily tasks, fostering a cohesive and goal-oriented work environment.
- Provided regular updates to management on tasks, stock management, and team development, including running daily sales reports and assuming a leadership role in the absence of a manager.
- Led training sessions for all new hosts, emphasizing the importance of ongoing training and development to improve workflow and customer satisfaction.
- Developed creative solutions to enhance workplace productivity, workflow, and customer satisfaction, including creating training materials and implementing work enhancements.

## REFERENCES

*will disclose*