



MARIETTA ALESSI

Brand Marketer

I am an empathetic, strategic, creative with an analytical mind. Using my 10+ years in the marketing world, I develop content that enriches the lives of others.

CONTACT

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☎ 201-953-4317

📍 Hoboken, NJ

🌐 [LinkedIn Profile](#)

SKILLS

- Brand Strategy
- Creative Ideation
- Team Collaboration
- Presentations
- Google Analytics
- Partnerships

EDUCATION

Bachelor, Science; Comparative Arts

Washington University in St. Louis

Groups/ Associations:

KKG and Her Campus Media

REFERENCE

Alyssa Sparacino

Former Manager at SHAPE

330-219-0809

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EXPERIENCE

Publicist

Actually Social Media LLC | Apr 2023 - present

- Plan and execute events that bring editors and influencers together to build brand awareness for clients.
- Secure talent on multiple national news outlets (NBC, FOX)
- Work closely with editors for thoughtful placement and features in SHAPE, Women's Health, Page Six, Glamour, OK! Magazine, PopSugar, and others.

Social Media Director

SHAPE | Aug 2021 - Jan 2023

- Worked closely with editorial, sales, video, and marketing teams to put together social ad products for L'Oreal, 3M, Athleta, GEICO, TRULY, Burts Bees, and more.
- Oversaw social strategy for SHAPE brand across multiple social platforms resulting in 700% growth in followers on Instagram and 62% growth on Facebook.
- Collaborated with Celebrity Trainers to launch SHAPE's "A-List Flex" Franchise which garnered over 1M views on Instagram and became the most popular editorial franchise.
- Managed team of 2-3 people to execute best-in-class social content such as our GIPHY page with over 300M views.

Social Media Manager

SHAPE | Apr 2017 - Aug 2021

Social Media Editor

SHAPE | May 2015 - Apr 2017