

ALEXANDRA VACCARINO


PROFILE

Creative professional with a background in social media, entertainment, design of all mediums & a particular talent for all things popular culture

CONTACT

vaccarino11@gmail.com
1823 Malcolm Ave
Los Angeles, CA
201.704.0493

SKILLS

-  Facebook, Twitter, Instagram, Snapchat, Youtube, Tumblr, Blogger, Wordpress, Pinterest, LinkedIn, Sprout Social, Hootsuite, Tweetdeck, BrandWatch, Instagress, Buffer, Schedugram, Union Metrics
-  Adobe Creative Suite (Photoshop, Illustrator, InDesign)
-  Microsoft Office

INTERESTS

- Film / TV
- Digital Media
- Writing
- Culinary Arts
- Yoga
- Hiking
- Fine Arts

WORK EXPERIENCE

Fanology Social

2015- present

Social Media Producer | Graphic Designer

- Executed creative campaigns, developed content calendars, optimized organic & paid media impressions, engagement & reach, provided community management, & consulted on social strategy for a roster of brands & celebrities:

Toyota, Dew Tour, Burton, LA Kings, Weezer, Foo Fighters, Shay Mitchell, Hayley Orrantia, Jillian Michaels, Amy Purdy, Dr. Roebuck's, Floyd's 99

- Designed all brand assets for client social channels
- Managed live event activations & production schedules

dick clark productions, inc.

2013-2015

Digital Content Producer | Social Media Writer

- Created social media and editorial content for all dcp productions:

American Music Awards, Billboard Music Awards, Academy of Country Music Awards, Hollywood Film Awards, Golden Globe Awards, Dick Clark's New Years Rockin' Eve with Ryan Seacrest

- Managed social media monitoring for live shows, key influencer interactions & sponsorship deliverables with partners Samsung & Coca-Cola

Warner Bros.

2012-2013

Executive Assistant to VP Digital Sales

- Provided excellent administrative and technical support to VP & department, including troubleshooting, diligent office maintenance, calendar management & travel arranging

ENTREPRENEURIAL EXPERIENCE

Frost Like A Boss

2012- present

Founder & Cake Designer
www.frostlikeaboss.org

- Worked with clients to create their ideal custom cake & event designs for weddings, corporate & private events

Pop Culture Pub Crawls

2015- present

Founder | VP Creative | Director of Operations

- Created one-of-a-kind immersive pop culture event experiences for groups of 200+
- Developed brand partnerships with Fireball & Nickelodeon
- Developed Facebook event strategy with average organic reach of 381K

EDUCATION

Boston University 2012

Bachelor of Science in Communication
Major in Public Relations, Concentration in Art
Dean's Scholarship Recipient | Boston University Los Angeles Program Graduate

* References Available Upon Request