

Alison M. Trovato

Digital Communications Specialist

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Motivated marketing professional with 4+ years experience in content creation, copywriting, social media management, event coordination and photography seeking full-time position in a fast-paced, creative environment. Quick and proactive learner highly skilled in balancing diverse detail-oriented projects.

EDUCATION

Marquette University

Milwaukee, WI

Bachelor of Arts Degree, 2017

Digital Media Communications

Major GPA: 3.6 / 4.0

Minor: Philosophy

Internship: AugRay AR startup

Università Cattolica del Sacro

Cuore - Study Abroad

Milan, Italy

Focus: Global Advertising

(August 2015 - December 2015)

SKILLS

Social Media Marketing ●●●●●

Email Marketing ●●●●●

Copywriting ●●●●●

Photography ●●●●●

Graphic Design ●●●●○

Media Relations ●●●●○

Event Coordination ●●●●●

Adobe Lightroom ●●●●●

Adobe InDesign ●●●●○

Adobe Premiere Pro ●●●●○

Adobe Photoshop ●●●○○

Adobe Audition ●●●○○

Customer Service ●●●●●

Google Analytics ●●●○○

Microsoft Office ●●●●●

EMPLOYMENT HISTORY

Marketing Coordinator

(Feb 2020 - Present)

Caminiti Associates, Inc. / C.A.I. Designs, Arlington Heights, IL

- Develop and execute Marketing strategies for trade-only interior design showrooms: Arlington Heights, Chicago, Denver, Scottsdale, Troy
- Design email campaigns for all Caminiti subsidiaries: C.A.I. Designs, Elite Designer Delivery Services and Tres Jolie Drapery Workroom
- Manage all social media: organically increased Instagram followers by 118% and grew LinkedIn page to 1,600 followers
- Produce multimedia content including: e-newsletters, three 360 virtual tours, five 25+ page interactive product Lookbooks, print advertisements, graphics, swag
- Organize all aspects of virtual and live event planning
- Analyze and forecast marketing performance using KPIs
- Promote new product introductions and market trends at yearly trade shows
- Remotely manage full-time Marketing Assistant

Marketing Specialist

(Dec 2018 - Jan 2020)

Wood Dale Pet Pharmacy, Wood Dale, IL

- Designed company logo, brochures, trade show displays and sales rep flyers
- Created weekly email campaigns for over 4,000 veterinary professionals promoting custom compounding services and clinic specials
- Implemented SOPs for customer facing operations including new patient counseling, medication shipments and order pickups
- Trained and oversaw five front-end pharmacy technicians

Photographer

(Feb 2018 - Jan 2020)

Bella Baby Photography, Arlington Heights, IL

- Captured newborn baby's first moments in hospital room
- Staged 20-25 unique images during 15-20 minute photo shoots
- Styled, positioned and soothed infants while adhering to HIPPA regulations and hospital safety standards
- Edited content using Adobe Lightroom and presented for immediate sales

Media Relations Coordinator

(Jan 2018 - June 2018)

Social Media Manager

(Nov 2017 - Jan 2018)

Onesti Entertainment Corporation, St. Charles, IL

- Published press releases for artists performing at the Historic Arcada Theatre, Club Arcada Speakeasy and Evanston Rocks Music Room
- Coordinated performer interviews with media outlets including Daily Herald, Chicago Tribune, WGN-TV and iHeart Radio
- Managed website and social media pages for all businesses under OEC
- Proofread all ad copy and e-mail campaigns

Additional media samples and/or references available upon request