

# Elaina Dobosiewicz

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Portfolio: itselaina.com

## PROFESSIONAL SUMMARY

An accomplished Digital Marketing Specialist with 5+ years of experience that combines innovative creativity and effective business strategies for successful marketing.

## PROFESSIONAL EXPERIENCE

### Shadow-Caster LED Lighting

Marketing Coordinator

Clearwater, FL

May 2024 - present

- Managing all social media platforms, increasing Instagram reach by 28.7%, engagement by 31.4%, and boosting Facebook engagement by 86% in the first 90 days. Actively creating and editing content for these platforms.
- Launched, designed, and am currently managing our Amazon Storefront.
- Oversee the planning and execution of all trade show activities, including booth design, product displays, and marketing materials.
- Handling website updates and creation of downloadable materials for dealers and customers, including product datasheets and instruction sheets.

### ICON Meals

Email Marketing Manager

Remote

August 2024 - present

- Leading the strategy, design, and execution of all email and SMS marketing campaigns and flows, managing visual layout and copywriting to maintain consistent brand voice.
- Increased overall revenue by 55.6%, improved ROI by 11.24%, and boosted orders by 59.84% within the first 30 days.

### FlexPro Meals

Marketing Project Coordinator/Email Marketing Manager

Clearwater, FL

August 2023 – May 2024

- Managed all email marketing campaigns and flows, overseeing 582,326 active profiles, increasing the average open rate by 17.66%, the average click rate by 61.72%, and deliverability by 25%.
- Developed a project management system to oversee and improve the efficiency of the marketing team.
- Created several top performing Facebook paid advertisements that exceeded the company's performance goals.
- Responsible for hiring several content creators and photographers to increase brand visibility.

### Lander University

Social Media & Communications Graduate Assistant

Greenwood, SC

January 2022 – May 2023

- Designed and created new student enrollment social media content for Facebook, Twitter, and Instagram.
- Monitored social media analytics daily and prepared weekly reports to evaluate the effectiveness of social media efforts, identifying areas for improvement and implementing necessary adjustments.
- Generated over 25.8 million views on original GIF content across various social media platforms.

### Florence Y'all's

Graphic Design Intern

Florence, KY

May - September 2021

- Designed assets for on-brand promotional pieces to be used on all social media platforms and website.
- Immediate creation for real-time graphic assets with less than one hour turnaround time.
- Created flyers, posters, labels, banners, and video board graphics to better fan experience at the stadium.

### Georgetown College

Content Creator & Graphic Designer

Georgetown, KY

August 2019– December 2021

- Created, produced, and edited videos discussing personal experiences on Georgetown College's campus.
- Videos were used on Georgetown College's social media to increase enrollment.
- Created several on-brand flyers and logos used to promote various events on campus.
- Managed up to 5 projects or tasks at a given time while under pressure to meet weekly deadlines.

## EDUCATION

### Lander University

Greenwood, SC

Master of Business Administration

GPA – 3.9/4.0

### Georgetown College

Georgetown, KY

Bachelor of Science in Marketing, Minor in Art with a focus in Graphic Design

GPA – 3.876/4.0

## SKILLS

**Computer Skills:** Adobe Creative Cloud Applications (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), HubSpot, Later, Microsoft Office, WordPress, ClickUp, Klaviyo, Canva, iMovie, Yotpo, Mailchimp

## ATHLETICS

### Lander University, Greenwood, SC

*Acrobatics & Tumbling*, January 2022 – May 2023

- NCATA Academic Honor Roll

### Georgetown College, Georgetown, KY

*Acrobatics & Tumbling*, August 2018 – May 2021

- MVP 2018-2019 season