

Elaina Dobosiewicz

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Portfolio: itselaina.com

PROFESSIONAL SUMMARY

An accomplished Digital Marketing Specialist with 5+ years of experience combining innovative creativity with effective business strategies to drive successful marketing results.

PROFESSIONAL EXPERIENCE

Shadow-Caster LED Lighting

Marketing Coordinator

Clearwater, FL
May 2024 - present

- Led strategic efforts resulting in 82.4% YoY sales growth and a 204% YoY increase in units ordered on Amazon, collaborating with consultants to optimize listings and ad performance.
- Oversee content and strategy across 9 brand social channels; boosted Instagram reach by 28.7% and Facebook engagement by 86% in the first 90 days.
- Supported a 31% increase in website event count through the addition of video content and new product pages, contributing to stronger user engagement.
- Handling all creative production for print and digital assets, including packaging, documentation, event materials, ad creative, and email newsletters, ensuring quality and consistency.

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.
- Produced real-time assets for stadium events with one-hour turnaround.
- 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

Master of Business Administration

GPA – 3.9/4.0

Greenwood, SC

Georgetown College

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

GPA – 3.876/4.0

Georgetown, KY

SKILLS

Computer Skills: Adobe Creative Cloud Applications (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), HubSpot, Figma, Zoho, 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