



Alyssa Demarco

A Senior Digital Marketing Specialist with 10+ years of experience, specializing in project management, content marketing, social media advertising, and lead nurturing. A proven track record of leading diverse marketing teams to execute high-impact campaigns. Adept at developing strategies to grow brand awareness and enhance market penetration.

Professional Experience

Senior Digital Marketing Specialist

Brooklyn Craft Inc., New York, NY May 2016 – Present

- Define overarching digital marketing strategy for a craft beer company with 20+ products, including paid search campaigns and social media initiatives
- Identify partnership opportunities with online craft beer retailers to integrate digital advertisements and promotions, contributing to a \$500K sales increase in 2020
- Partner with the Digital Marketing Manager and advertising teams to establish brand identity and differentiate craft beer products in a crowded marketplace

Digital Marketing Specialist

Manhattan Craft Seltzer, New York, NY May 2011 – May 2016

- Oversaw social media campaigns and digital marketing projects for a craft seltzer beverage company and conducted research on Google Analytics and competitors
- Collaborated with the sales and marketing teams to build a brand identity centered on quality and natural ingredients in alignment with target demographics
- Increase engagement on Instagram by 50% and grow audience from 20K to 600K followers over the course of two years

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Education

Bachelor of Arts (B.A.) Marketing
University of Syracuse, Syracuse, NY
September 2007 - May 2011

Key Skills

- Project Management
- Cross-Functional Leadership
- Brand Marketing
- Digital Advertising
- Google Analytics