

# MARIANA FRANZETTI

LAS VEGAS, NEVADA | (310)-633-0513 | [mariana.franzetti@gmail.com](mailto:mariana.franzetti@gmail.com) | [marianafranzetti.com](http://marianafranzetti.com) | [LinkedIn](#)

Experienced marketer with a strong background in data analysis, demonstrating a track record of boosting engagement and fostering brand loyalty. Skilled at translating data insights into strategic initiatives and creative executions, resulting in heightened brand awareness, optimized media performance, and surpassing campaign objectives.

## PROFESSIONAL EXPERIENCE

- Freelance Marketer | Freelance | Las Vegas, Nevada** September 2018 – Present
- Incorporated previous social media campaign data such as reach, impressions, and engagement rates to develop creative content, resulting in a 7% increase in post engagement and a 5% increase in follower acquisition.
  - Conducted comprehensive analysis of brand competitors, identifying improvements for content and design strategies that delivered a 10% increase in engagement and a 5% decrease in bounce rates.
- Art Director | Golden Steer Steak Company | Las Vegas, Nevada** August 2022 – March 2023
- Analyzed existing sales data sets such as purchase frequency and customer lifetime value to develop and execute campaigns, resulting in a 100% annual revenue growth trend and a 150% annual expansion in customer base.
  - Identified digital ad enhancements through A/B testing that measured metrics such as click-through rates, and implemented Meta and TikTok best practices, resulting in a 15% increase in conversion rate.
  - Produced, delivered, and presented monthly content reports that examined metrics such as thumb-stop rate and click-through rate to drive consistent content enhancements.
- Graphic Designer** November 2020 - August 2022
- Measured bounce rates, conversion rates, and other data-driven insights to design and optimize high-converting landing pages, driving traffic from Meta and TikTok, with the top performer achieved a 13% conversion rate.
  - Applied data analysis and color theory to develop comprehensive brand guidelines for a new brand, ensuring visual consistency and enhancing brand recognition.
- Content Editor | System1 | Los Angeles, California** July 2019 – March 2020
- Identified emerging trends, leveraged existing content insights, and analyzed previous performance metrics to generate 200 listicles, articles, and online quizzes, resulting in site traffic growth.
  - Conducted regular content audits to assess performance and identify areas for improvement, resulting in a 20% increase in organic traffic.
- Account Manager | Mediakix | Los Angeles, California** May 2018 – December 2018
- Dissected both qualitative and quantitative data post-campaign such as impressions, engagement rate, and conversion rate, synthesizing comprehensive performance reports that contributed to a 70% client retention rate.
  - Conducted in-depth analysis of influencer data sets to pinpoint optimal candidates for campaigns, developing presentations for internal and client use to showcase why these selections maximize campaign effectiveness.
- Account Executive | VaynerMedia | Los Angeles, California** October 2016 – May 2018
- Leveraged cross-functional collaboration with design and copy teams to brainstorm and execute content calendars and videos, resulting in a 2 to 5% increase in content engagement.
- Marketing Intern | Game Show Network | Boston, Massachusetts** June 2016 – August 2016
- Examined spend patterns of high rollers on online games using SQL, strategically identifying and sending targeted promotional offers to encourage their return to the website.

## EDUCATION

- A.L.M. in Digital Media Design | Harvard Extension School | Boston, Massachusetts** June 2023 - Present
- GCert in Design Communication Arts | UCLA Extension | Los Angeles, California** January 2019 – January 2020
- B.S. in Management of Creative Media (Games) | Champlain College | Burlington, Vermont** August 2012 – May 2016

## SKILL SETS

Data Visualization | SQL | Tableau | Power BI | CMS Systems | Klaviyo | Shopify | Unbounce | Google Suite | Microsoft Office (Excel, PowerPoint, Word) | Figma | Adobe Creative Suite