

Lia Fondrisi

Marketing + Communications Specialist

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Social Media



liafondrisi



liafondo

Skills

Copywriting

Editing

Content Creation

Content Strategy

Marketing + Business Development

Adobe Creative Suite

Social Media Auditing

Social Media Strategy

Social Media Campaigns

Press Releases + Press Kits

Proposal Development

Event Planning

Involvement

200-HR Yoga Teacher Certified

Gould Evans E3 Committee (DEI Initiative)

Phoenix Community Alliance

PCA Arts and Culture Committee Member

Phoenix Warehouse District Member

Creative Mornings Phoenix

AIGA

Experience

Marketing + Communications Specialist

Gould Evans + Canary | Phoenix, Arizona | 2019 - Present

Oversee the planning, creation, and implementation of all internal and external marketing content, collateral, business development proposals, RFPs, and RFQs.

- Initiate and implement effective quarterly communication plans to build client loyalty, brand awareness, and to help position the firm as a leader in design and architecture.
- Write website and blog content alongside designers and leadership team to develop thought-pieces, research papers, and more.
- Manage and create Gould Evans + Canary social media strategy and content across multiple platforms, organized by monthly content calendars.
- Write content for press releases, press kits, award submittals, and e-newsletters.
- Prepare communication strategies for new projects, ground-breakings, and recently completed projects.
- Plan and execute local events, studio happenings, and design forums.
- Organize and supervise photo and videoshoots for completed projects.
- Brand strategist and consultant on a number of design projects in collaboration with studio designers and architects.
- Assist in the naming, ideation, and design strategy for various design clients.
- Counsel to clients and partners as it relates to the social strategy for company communication.
- Strategize and strengthen relationships of new business leads.
- Conduct market research analysis, business lead identification, collect information on competitive landscape, and monitor market growth opportunities.

Account Executive, Social Media

OH Partners | Phoenix, Arizona | 2018 - 2019

Developed innovative, strategic, and creative content for clients social media profiles, organized through monthly content calendars.

- Created successful campaign-driven social media content for multiple clients in efforts to grow a community of followers and brand advocacy.
- Tracked, measured, and reported results to clients, using data to optimize and evolve social media marketing strategies.
- Conceptualized and executed both written and visual content for multiple clients.
- Held monthly strategy sessions, weekly status conferences, and quarterly metrics meetings for a variety of cross-sector clients.
- Managed daily monitoring and crisis management on behalf of clients, using brand voice.
- Combined organic and paid growth to maximize social potential.
- Remained up-to-date on social media trends, tools, apps, and effective benchmarks.
- Collaborated across multiple departments to develop seamless integrated campaigns.
- Advised on hiring and facilitated training new members of the social media team.

Account Executive, Client Services

OH Partners | Phoenix, Arizona | 2016 - 2018

Provided exceptional account service to clients on a variety of cross-section industries, assisting in the continued growth and acquisition of new business. (continued)

Interests

Writing	Yoga
Reading	Cooking + Wine
Travel	Art + Music

References

References available upon request

Experience (continued)

- Facilitated all aspects of advertising campaigns, working closely with both the creative team and client, while adhering to budget, KPIs, and strategic plans.
- Worked on a variety of cross-section industries, including CPG brands, non-profit companies, and government agencies.
- Garnered proven success on multi-million dollar clients offering full-service advertising, including production, photoshoots, media trafficking, media placement, media buying, public affairs, brand activation, social media, research, and overall marketing strategy.
- Proposed new creative campaigns, respecting brand guidelines and assuring yearly sales goals were exceeded.
- Supervised account services team, actively collaborating with team members to develop career goals and withstand job satisfaction.

Education + Community Manager

lululemon athletica | Phoenix, Arizona | 2014 - 2016

Ensured success of overall sales with online, print, and guerrilla marketing material to meet quarterly sales goals, promote in-store events, and special promotions.

- Head of web content and e-newsletters for new product launches.
- Coordinated photoshoots and on-boarding for the lululemon Ambassador Program.
- Taught weekly yoga classes.

Apprentice

Sundance Film Festival | Salt Lake City, Utah | 2014 - 2014

Managed marketing materials for headquarter operations, helping to create written, video, and print collateral for future student engagement and social media channels.

Public Relations + Marketing Intern

Phoenix Art Museum | Phoenix, Arizona | 2013 - 2014

Contributing editor and writer for PhxArt Membership Magazine. Developed social media content, press releases, and external collateral for upcoming events, projects, and exhibitions.

Education

Bachelor of Arts | Communication | summa cum laude

Arizona State University | Tempe, Arizona | 2010 - 2014

Completed a Bachelor of Arts in Communication, with a focus in media arts, interning for multiple nationally recognized art institutions, such as the Phoenix Art Museum and the Scottsdale Museum of Contemporary Art.

Bachelor of Arts | Film and Media Studies | summa cum laude

Arizona State University | Tempe, Arizona | 2010 - 2014

Earned a second Bachelor of Arts degree in Film and Media Studies, working as an apprentice at the Sundance Film Festival and as a Marketing + Public Relations intern at the ASU School of Film, Media, and Popular Culture.