

ADRIANE CIAVONNE

PR & MARKETING PROFESSIONAL

CONTACT

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SKILLS

// PROFESSIONAL

- Administration
- Brand Management
- Business Development
- Client Support
- Copywriting
- Corporate Communications
- Digital Marketing
- Event Management
- Lead Generation
- Media Relations
- Operational Support
- Publicity
- Sales Enablement
- Social Media Management
- Talent Booking

PROFILE

// ABOUT ME

As results-driven professional with 12+ years of experience across a range of industries, my specialties include: marketing, media relations, event management, copywriting, and publicity support. My superpower is a relentless attention to detail while never losing sight of the big picture. I enjoy and welcome the challenge of contract work as it enables me to collaborate with a multitude of teams to nurture brands and grow their business.

PROFESSIONAL EXPERIENCE

CELEBRITY PUBLICITY SUPPORT (ONGOING FREELANCE)

Serge & Platform PR: Entertainment PR | February 2020 – Present | Remote

Hands-on support, media relations, press management, and complex scheduling for a celebrity clientele in the film, TV, and Broadway industry.

WARNER BROS. PUBLICITY SUPPORT (ONGOING FREELANCE)

Interactive Information, LLC: Entertainment PR | March 2016 – Present | Remote

As an agency freelancer I consolidate and summarize comprehensive editorial feedback to media and trailer releases for senior management, helping inform future marketing efforts.

MARKETING MANAGER – NORTH AMERICA

PageUp People: SaaS Talent Management | Oct 2016 – Sep 2018 | New York, NY

As the first Marketing Manager to join the U.S. office, I had the unique opportunity to team up with regional Sales, Inside Sales, and Account Executives on thought leadership, content marketing, and sales enablement material to increase brand awareness in the higher education human resources market. Among many endeavors, I:

- Oversaw the facilitation of 20+ events, generating 30% of annual recurring revenue
- Pioneered a lead generation initiative that produced 20K leads for the U.S. market
- Delivered regional insights to the global team, ensuring consistency in messaging
- Reduced in-house support time by designing an online forum for users to connect directly with each other on product and industry-specific topics

SENIOR MARKETING COORDINATOR

Mondo: Tech Staffing Agency | Apr 2016 – Oct 2016 | New York, NY

In this position I ran the national event strategy and end-to-end execution of 30+ tradeshows while managing a junior team member to facilitate internal communication and logistics. In addition to overseeing the events lifecycle and subsequent field marketing, I:

- Helped feed the sales funnel via targeted email campaigns based on prospect region and business need
- Collaborated on social, creative, video, and content design for print and digital assets

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SKILLS

// TECHNICAL

- Adobe Creative (Photoshop, Illustrator, InDesign)
- Cision Communications Cloud
- CRM (Salesforce.com, HubSpot)
- Email (Marketo, Pardot, ExactTarget, HubSpot, MailChimp, Informz)
- Google Suite, Analytics
- HTML/CSS
- Microsoft Office
- Project Management (Asana, Basecamp, Slack, Teamwork)
- WordPress

EDUCATION

MASTER OF MANAGEMENT

Colorado State University
2010 - 2011

STUDY ABROAD

National University of Ireland
2009 - 2009

B.A. / JOURNALISM & TECHNICAL COMMUNICATION

Colorado State University
2006 - 2010

MINORS / PR & BUSINESS

PROFESSIONAL EXPERIENCE (CONTINUED)

MARKETING & BUSINESS DEVELOPMENT MANAGER

Siwel Consulting: IT Services | Apr 2014 - Apr 2016 | New York, NY

Starting out as the company's Marketing Coordinator, I managed all digital, content, website, graphic, social, and lead generation efforts. Throughout my tenure I was promoted to the Business Development team, where I:

- Championed a transition to inbound and content marketing through a large-scale website redesign, improving visitor-to-lead conversion by 20%
- Revamped and enhanced the sales lifecycle while implementing Salesforce.com
- Oversaw introductory Sales meetings to ensure efficient transition of warm leads

EXECUTIVE & OPERATIONS ASSISTANT

Reams & Reams: Private Law Firm | Jul 2013 - Mar 2014 | Grand Junction, CO

In this multifaceted position I provided support to four executives, managed a robust legal database, and served as the HR generalist in charge of hiring and onboarding new talent.

MARKETING COORDINATOR, MEMBERSHIP

EDUCAUSE: Higher Education IT Non-Profit | May 2011 - Jun 2013 | Boulder, CO

As this role oversaw all focus areas of the business, I regularly executed heavy email marketing that reached over 100K association members. In addition to being elected as the team advisor on social and digital marketing best practices, I:

- Drove higher open and click-through rates using A/B metric testing on campaigns
- Managed content and smooth delivery of a biweekly webinar series, monthly e-newsletter, and an award-winning digital magazine
- Assisted in a two-year website redesign and creative advertising launch campaign

COMMUNITY RELATIONS & EVENT COORDINATOR

Colorado State University (CSU) | May 2008 - May 2011 | Fort Collins, CO

Generated revenue for CSU's \$500 million Capital Campaign as the corporate sponsorship manager for all College of Health & Human Sciences campus events and fundraisers.

MARKETING COORDINATOR

Epsilon Sigma Alpha: Volunteer Organization | Dec 2009 - Aug 2010 | Fort Collins, CO

Campaigned for leadership, collegiate, and service organizations to raise funds for St. Jude Children's Research Hospital and copyedited for their international philanthropic magazine.