

Ava D'Alessandro

(609)-751-6098 | avamdalessandro@icloud.com | LinkedIn: avadalessandro13 | Hopewell, NJ

Education

The Pennsylvania State University

Smeal College of Business

Bachelor of Science in Marketing

University Park, PA

Class of 2027

GPA: 3.8/4.00

Dean's List 5/5 semester

Work Experience

Deltess Corp (Ostrich Beach Chairs)

Social Media & Content Manager

Hopewell, NJ

May 2024-Present

- Engage the social media channels for Deltess Corp's flagship brand, Ostrich Chairs, including Instagram and TikTok
- Department of one, conceiving marketing campaigns, executing timelines, and acting independently from the CEO's office
- Generated a consistent posting schedule three times a week on social channels, which has contributed to a 113% increase in sessions and 137% increase in sales through quarter two
- Collaborate with marketing consultants and platform specialists (Meta, Google Ads, Klaviyo) to ensure cohesive cross-channel campaign alignment.
- Researched photographers, sourced props, organized a shot list, and helped direct a 6-hour photoshoot
- Direct my own photoshoots, created shotlists, resulting in over 300 photos, upgrading the content bank for socials
- Produce content for Instagram, Facebook, Twitter, and TikTok using Canva, Edits, and Hootsuite
- Research and implement AI integration tools to maximize campaign effectiveness and efficiency

Social Media Specialist Intern

- Facilitated promotional giveaways on Instagram, leading to a 500% increase in followers
- Organize monthly content calendars, including image, caption plans, and social media channels, to ensure consistency, leading to increased follower engagement and overall brand image

Hopewell Valley Swim And Tennis

Head Swim Coach

May 2024-July 2024

- Managed over 100 swimmers and 4 assistant coaches during practices and meets
- Planned lineups, wrote practices, and sent out emails communicating upcoming events

Leadership Experience

Penn State American Marketing Association

President (Incoming)

University Park, PA

April 2026

- Lead the organization, providing a bridge between the working world and the classroom through hands-on professional development workshops, projects working with real companies, competitions, and speakers
- Manage the organization's five Vice Presidents, including Communications, Professional Development, Community & Social Impact, Finance, and AMA, all consisting of three-four team members.
- Oversee professional development events with corporate sponsors, including elevator pitch and resume workshops
- Manage 5 divisions where students gain hands-on experience working on projects with real-world companies focused on different niches of marketing, including Sales, Digital Marketing, Retail, Analytics, and Sports
- Organize conferences, speakers, and competitions to strengthen member involvement and professional development skills

Associate Director of the Digital Marketing and Advertising Division

September 2024-Present

- Facilitate and manage over 40 members of the division by interviewing project managers, creating deadlines, and overseeing project completion, engagement, and deliverables
- Cultivate an engaging environment for members to succeed and learn by organizing projects with real-world brands to help them gain valuable digital marketing skills, including social media and content creation

Project Manager

- Plan out calendars and tasks weeks in advance to keep members organized and on top of content creation
- Create content and ideas for TikToks, emphasizing creative, technological, and communicative skills for members to enhance

Skills & Interests & Awards

Skills: Canva, Hootsuite, Edits, Klaviyo, Project Management, Organization, Meta Business Suite, Leadership, Teamwork

Interests: Instagram, Collaborating, Teamwork, Planning, Travel, Reading, Beach, Editing, Cooking, Content Creation

Awards: Placed 2nd in Digital Marketing Competition, American Marketing Association International Collegiate Conference