

Maria Macaluso

111 Kathleen Street | Pittsburgh 15211 | 724-561-9876 | mcmacaluso@gmail.com

Connect: www.linkedin.com/in/MariaMacaluso **Visit:** www.MariaMacaluso.com

Work Experience

Mindmatrix, Southside, Pittsburgh, PA (December 2014 – Present)

Marketing and Sales Enablement Consultant

- Onboarding new businesses with our sales and marketing automation software
- Training clients and troubleshooting issues in the software
- Initiating ongoing consultations with clients on a monthly bases
- Help define e-mail, social, and seo strategies with clients to make sure their campaigns are successful

C-leveled, Bloomfield, Pittsburgh, PA (July 2014 – November 2014)

Social Media Community Manager

- Manage multiple client's social media accounts
- Create social media strategies and editorial calendars for each client
- Writing and scheduling blog and social media posts
- Monitoring interactions while being the first responder for all social accounts
- Provide reporting and recommendations based on client's goals

InventHelp, Pittsburgh, PA (March 2013 – July 2014)

Internet Marketing Specialist

- Generated ideas for InventHelp's social, blog & e-mail campaigns
- Created schedule and editorial calendar for social, e-mail & company blogs
- Coordinated with creative team for social, blog & e-mail graphics
- Ensured copywriters incorporated keyword optimized content based on keyword tracking
- Managed the company brands' social media campaigns (including Facebook, Twitter, LinkedIn, Google +, Pinterest & Instagram)
- Administered all brands e-mail newsletter campaigns to over 250,000 contacts
- Managed and train marketing interns and freelance copy writers

NET Xperts LLC, Forest Hills, PA (February 2011 – March 2013)

Marketing Manager

- Coordinate all marketing efforts for the technology company
- Establish and expand social media and e-mail marketing campaigns
- Implement, redesign and manage website and intranet sites
- Company blog creation and management
- Managing all online marketing tactics for search and web optimization
- Design, order and print marketing materials to enhance brand awareness
- Plan, promote and coordinate employee and customer events and seminars
- Pursue partner sponsorships (Microsoft, Pittsburgh Zoo, Tech Council, etc.)

Maria Macaluso

111 Kathleen Street | Pittsburgh 15211 | 724-561-9876 | mcmacaluso@gmail.com

Connect: www.linkedin.com/in/MariaMacaluso **Visit:** www.MariaMacaluso.com

Accomplishments & Affiliations

Pittsburgh Technology Council (2011 – 2013)

Networking with other business professionals
Promoting current business to local businesses
Advertising through membership benefits

SMC Business Council (2011 – 2013)

Networking with small businesses in the area
Promoting business through advertising and social media
Working with the Communication Committee to promote the council

AIGA, Pittsburgh Chapter (2008 – 2010)

Member and Volunteer

Assisted in setting up events and shows
Networked with business professionals and colleagues
Obtained knowledge on local firms and agencies
Became aware of new art and design work and trends

Education

California University of Pennsylvania

Bachelor of Science in Graphic Design
Magna Cum Laude

Technical Proficiencies

Adobe Creative Suites (InDesign, Illustrator, Photoshop)
Microsoft Office (Word, Excel, Outlook, Power Point, Sharepoint)
Email Marketing Software (SilverPop, Mailchimp, Mindmatrix)
CRM Systems (Sales Optima, Connectwise, Autotask, Base)
Web Analytics & Reporting (Google Analytics, MOZ, Mindmatrix)
Social Media Software (HootSuite)
Press Release Management (Vocus/Cision)
CMS Systems (Wordpress, DotNetNuke, Leverage)
Blog Platforms (Wordpress, Blogger)
Basic HTML/CSS Coding