



609-694-2717

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SUMMARY

Goal-driven and customer focused digital marketing professional with over 4 years of experience driving strategy, consumer engagement, and brand growth. Known for providing clear direction, fostering collaboration and delivering impactful results.

SKILLS

Adobe Creative Suite
Canva

Content Creation
Email Marketing

Square
Figma

Google Analytics
Klaviyo

Meta Business Suite
Office 365

Shopify
Social Media
Monday

EDUCATION

Bachelor of Science,
University of Delaware
December 2021

ALIANA PLATT

Content Marketing Professional

Heirloom Group Agency | Provo, UT | October 2024- Present

Assistant Marketing Manager

- Developed and executed a comprehensive yearly marketing plan across email, SMS, and social media strategies, effectively promoting 10 clients.
- Maintained an average 56% open rate and 1.7% click rate across all brands from December to Present.
- Created engaging ad and social content, achieving a 7x ROAS on Google Ads.
- Engineered custom AI tools to optimize subject lines, content, and CTAs, ensuring alignment with each client's brand voice.
- Executed influencer partnerships, leveraging email marketing to generate \$11K in revenue during a seven-day launch period.

Subtle Dust | Lehi, UT | June 2024- Present

Content Manager

- Led and implemented marketing strategies across Instagram, Pinterest, TikTok, and email.
- Achieved a 47% open rate and 2.5% click rate YTD across email campaigns.
- Increased Pinterest engagement by 11%, impressions by 8%, and saves by 18% in the last 90 days.
- Crafted compelling ad and social content, driving a 4x ROAS on Meta Ads.
- Tracked trends and managed content calendar, ensuring seamless team deliverables via Tailwind and Notion.

Cords Club | American Fork, UT | December 2024- February 2025

Graphic Designer (3 Month Contract)

- Designed six high-converting emails for the February Valentine's launch using Klaviyo.
- Revamped brand automations, optimizing the welcome email and abandoned cart flow, leading to improved customer retention and conversion rates.
- Executed and wrote engaging copy for emails and social posts, increasing audience engagement and brand visibility.

Sonderhaus | American Fork, UT | October 2024- January 2025

Customer Experience + Social Engagement (Holiday)

- Enhanced brand engagement by monitoring and responding to customer emails, social media interactions, and reviews to address concerns and improve customer satisfaction.
- Strengthened community presence by liking, commenting, and reposting tagged content using the Sonderhaus brand voice, fostering meaningful interactions with followers.
- Identified and sourced influencer partnerships by researching and vetting new talent for potential collaborations, contributing to brand growth and visibility.
- Drove social engagement by strategically interacting with user-generated content, increasing brand awareness, and community loyalty.

Narrow Ledge Publishing | West Orange, NJ | September 2019- October 2020

Marketing Design Intern

- Brainstormed and executed website design, features, and enhancements for a publishing company and author.
- Established and monitored the author's social media strategy and presence, including Facebook, Instagram, and TikTok.