

# ALEXANDRA EPSTEIN

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## PROFESSIONAL EXPERIENCE

### Social Media Analyst | PSC Consulting

07.23 - Current

- Develop and execute strategic social media marketing plans and content creation on Canva
- Analyze and forecast ongoing performance through data reporting that aligns with KPIs for the industry, CPC performance metrics, and market-specific targets via Instagram, X, Facebook, and Shopify Analytics

### Email Marketing Manager | MyEyeDr.

10.21 - 04.22

- Managed the creation and deployment of all customer journey communications in Braze: email, SMS, voice, and postal; for over 600+ practice acquisitions /over 1,000,000 patients
- Regulated owned channel automations' and segments' daily send volumes: 100M+ a day
- Oversaw the development & implementation of technical & operational CRM marketing strategies to enhance effectiveness in support of broader company objectives
- Developed new email HTML/CSS, marketing streams & personalized email messaging based on marketing data to more effectively align company objectives with audience needs
- Tracked email key performance indicators - A/B testing, opens, clicks, & engagement trends to make recommendations for optimization of the main KPI: appointments booked

### Copywriter and Content Strategist | Nutrition In Demand

06.19 - 08.21

- Utilized project management & data analysis skills to conceptualize strategic insights and nutrition communications and marketing materials for clientele to be used as educational lessons, one-pagers, social media content, and internal analysis from start to finish
- Spearheaded pitches, strategy decks, quarterly reviews, and materials for clients
- Served as social media manager for clients by managing, monitoring, & engaging with audiences - increased Facebook following by 12.2% & average reach by 774% in 11 months
- Translated scientific nutrition research journal articles into layman's terms for consumer distribution
- Strategized & managed team through Asana in content creation & ensure on-time client product delivery

### Junior Marketing Executive | Seedlip

10.20- 06.21

- Owned the strategic development of geo-targeted trade marketing ad campaigns that stimulated product case sales (ranging from 60-130% based on the market) in Facebook Ads Manager
- Nourished manufacturer, warehouse, & distributor relationships managing & tracking all brand POS from research and development, through Shopify purchase, logistics, & SKU levels analysis to learn consumer behavior
- Managed the distribution of over 68,000 in-store COVID-safe dry samples in 22 markets
- Oversaw 7 external agency partners through collaboration on cross-functional cohesive strategies to reach brand goals and visited local accounts to maintain customer relations
- Prepared strategy briefs for new campaigns & forecasted effectiveness via data analysis

## RELEVANT EXPERIENCE

### Assistant Store Manager | Tecovas

11.23 - Current

### Sales Manager | CycleBar West 5th, CycleBar East Austin, AKT East Austin

10.22 - 05.23

### Marketing and Fundraising Fellow | Volo Kids Foundation

10.19 - 02.20

## EDUCATION

### American University | Masters of Science in Nutrition Education

### American University | Bachelors of Science in Public Health