ALEXIS FLORES

Marketing Coordinator

Email | 608-***-**** | Madison, WI

SUMMARY

Marketing professional with an Associate Degree of Applied Science in Marketing and 3+ years of experience specializing in digital content production, social media strategy, and campaign analysis. Proven ability to leverage Adobe Suite, HubSpot, and Google Analytics to boost audience engagement by up to 50% and increase follower growth by 30%. Fluent in Spanish and adept at collaborating with cross-functional teams to drive operational efficiency and achieve key marketing objectives.

WORK EXPERIENCE

Marketing & Membership Coordinator, AIA Wisconsin — Mar 2026 - Present

- Promoted statewide events and programs through coordinated marketing campaigns, increasing event attendance by 20%.
- Managed LinkedIn and Meta content and calendar, driving 25% growth in engagement and consistent audience interaction.
- Developed email campaigns and newsletters, improving open rates and boosting member participation by 15%.
- Collected and leveraged member stories for marketing initiatives, strengthening retention and community engagement.
- Maintained website content and ensured consistent organizational messaging across digital platforms.
- Managed membership data across Fonteva and ToucanTech, improving data accuracy and supporting outreach and onboarding efforts.
- Coordinated event registration and member communications while responding to inquiries, enhancing overall member experience and satisfaction.

Marketing Assistant, Madison School & Community Recreation — Jun 2025 - Mar 2026

- Contributed to the development and execution of marketing strategies and initiatives, including social media campaigns that boosted engagement by 25%.
- Produced over 100 high-quality photos and videos, boosting engagement for MSCR programs in Madison through compelling digital storytelling.
- Developed and executed a strategic social media posting schedule across multiple platforms, resulting in a 30% increase in engagement and a consistent weekly presence for optimal audience connection.
- Analyzed social media metrics for brand awareness campaigns, uncovering insights that led to a 15% increase in engagement and pinpointed key areas for ongoing improvement.
- Implemented targeted social media strategies that boosted follower growth by 30% and increased audience interaction by 50%.
- Cultivated vibrant relationships with followers by actively engaging with user comments and messages, enhancing overall community satisfaction and increasing follower engagement.

EDUCATION

Associate Degree of Applied Science, Marketing

Madison Area Technical College

- Madison, WI

KEY SKILLS

- Microsoft Office
- Digital Marketing
- Adobe Suite
- Customer Service
- Fluent in Spanish
- Canva
- Google Suite
- Paid Ads
- Social Media Management