

# Aria Monaco

Colorado Springs, CO | [arianna.monaco@gmail.com](mailto:arianna.monaco@gmail.com) | <https://www.linkedin.com/in/aria-monaco>

## EDUCATION

### Full Sail University

Media Communications Management

Winter Park, FL

Graduation Date: Apr 2021

### International TEFL Academy - TEFL Express

180+ Hour ESL Course

Online

Graduation Date: Oct 2013

## WORK EXPERIENCE

### Intero Digital

Digital Marketing Account Manager

Colorado Springs, CO

Sep 2022 - Apr 2023

- Create custom Omni-channel digital marketing strategies for a wide range of clients, from e-commerce, B2C to B2B, with attention to specific client goals. With a focus is in all Pay Per Click Media [SEM & SMM], and Email.
- Conducted competitor analysis to identify backlink and keyword opportunities, resulting in a 30% improvement in search engine rankings for clients.
- Managed budget allocation and resource utilization to achieve a 10% - 20% higher ROI than industry benchmarks, while maintaining optimal ad performance with regular A/B testing.
- Deployed custom digital marketing strategies for diverse e-commerce and B2B clients, delivering a 40% increase in conversion rates through targeted paid media campaigns.
- Support enhanced client digital presence through marketing tactics designed to attract, engage, and convert customers.
- Tag Tracking with Google Analytics, GTM, Facebook Pixel, Google Ads Tag, Bing UET Tag, LinkedIn Insight Tag, Pinterest Tag, TikTok tracking methods, data layer manipulation, and the transformation of custom JavaScript to GTM

### The Broadmoor Hotel

Marketing Communications Senior Coordinator

Colorado Springs, CO

Mar 2022 - Sep 2022

- Spearheaded the ideation and execution of comprehensive marketing campaigns for the World's longest running Forbes 5-star resort, with weekly ads generating over \$150K in revenue.
- Collaborated with cross-functional teams to develop and implement a diverse range of impactful printed marketing tools, including brochures, print ads, digital ads, etc., leading to a noticeable boost in brand recognition and customer engagement.
- Conducted extensive performance analysis on all marketing activities and generated detailed reports for senior management review; highlighted actionable insights to refine future campaigns and optimize ROI.

### College Pharmacy

Marketing Manager - Contracted Position

Colorado Springs, CO

Aug 2021 - Mar 2022

- Coordinated with HR to recruit and onboard a complete in-house marketing team, resulting in an overall cost savings of over \$100K annually by eliminating outsourcing expenses.
- Orchestrated the successful in-house recruitment of a complete marketing team, with diverse skill sets and backgrounds.
- Developed and executed a comprehensive marketing plan resulting in a 23% increase in revenue within the first quarter of implementation. Conducted market research analysis, leading to the development of targeted digital ads that resulted in a 37% increase in click-through rates.

### SayABC

Lead Teacher

Online

Mar 2020 - Mar 2022

- Implemented personalized student development plans for each individual by conducting regular assessments and tracking progress, resulting in a 15% increase in overall academic performance.
- Supervised and mentored a team of 15 teaching staff to develop virtual classroom management skills.

- Redesigned program offerings by introducing innovative learning techniques, increasing student participation rates by 20% and improving academic achievement.
- Developed and optimized rich learning environment by capitalizing on diverse engagement strategies and enriching teaching techniques.

### **BayCare Hospital**

**Brooksville, FL**

Substance Abuse Counselor

*Oct 2019 - Mar 2020*

- Monitored client progress through accurate and detailed record-keeping, allowing for timely adjustments to individualized treatment plans that led to a 65% increase in successful outcomes.
- Coordinated referrals for addiction services based on individual client needs and preferences.
- Used knowledge of different treatment modalities to provide clients with individualized options for successful outcomes.
- Facilitated group and individual therapy in outpatient setting. Provided crisis intervention to address clients' immediate needs and prevent harmful behaviors.

### **WestCare**

**New Port Richey, FL**

Substance Abuse Counselor I

*Feb 2018 - Oct 2019*

- Facilitated personalized treatment plans for 70+ clients based on individual needs, resulting in a 90% success rate in completing program goals and decreasing relapse by 89%.
- Collaborated with Court and DCF to ensure child safety in the home, resulting in zero cases of child endangerment reported during my tenure.
- Maintained detailed records and documentation for each client, ensuring compliance with state and federal regulations while also streamlining communication with healthcare providers.
- Collaborated with multidisciplinary teams to coordinate comprehensive care for clients, resulting in a 80% increase in aftercare plan adherence.

### **Chateau le Mur**

**Carentoir, France**

*Digital Marketing Manager*

*Apr 2013 - Present*

- Developed and executed comprehensive digital marketing strategies to promote the family-owned Chateau in France, driving brand awareness, customer engagement, and revenue growth.
- Utilized various digital channels, including social media, email marketing, and paid advertising, to effectively reach target audiences and increase online visibility and bookings.
- Conducted market research and competitor analysis to identify emerging trends and opportunities in the hospitality & tourism industries, leveraging insights to develop targeted marketing campaigns and stay ahead of the competition.
- Monitored and analyzed KPIs, such as website traffic, conversion rates, and social media engagement, using analytics tools, to measure the effectiveness of marketing efforts and optimize strategies for maximum results.
- Managed the creation and optimization of content across digital platforms, including website copy, blog articles, and social media posts, to showcase the unique features and offerings of the Chateau, while maintaining a consistent brand voice.

### **SKILLS**

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**Skills:** Microsoft Suite, Project Management, Strategic Planning, Brand Management, Digital Marketing, Analytics, Strong Communication, Leadership, Creative Thinking, Budget Management, Data Analysis, A/B Split Testing.