

# Marissa Bellusci

Marketing Manager

## Experience

**SOS Hydration Inc. - Boulder, CO** (March 2021 - Present)

**Marketing Manager** (July 2022 - Present)

- Planning and executing marketing initiatives, including email/SMS campaigns, social media, content marketing, influencer partnerships, and paid ads
- Creating content for product launches, coordinating with cross functional teams to ensure successful execution of go-to-market strategies
- Liaising with content creators and agencies to create engaging, educational, and compelling content tailored to specific target demographics across various channels
- Optimizing and maintaining web presence for Amazon, DTC e-commerce, and retailers
- Overseeing packaging redesign for new product launches, ensuring all elements meet FDA requirements, follow company brand guidelines, and meet packaging design standards

**Creative Lead** (March 2021 - July 2022)

- Managed and maintained the company's brand identity, ensuring consistent messaging and visual representation across multiple channels
- Created a clear-cut brand guide to ensure brand style/voice continuity both internally and externally
- Designed collateral for various platforms and mediums, including print, web, and social media (paid and organic)

**Freelance** (May 2020 - May 2021)

**Graphic & Web Designer**

- Built and maintained companies' web presences, redesigned websites, and optimized ad campaigns

**Tri-Coastal Design Group - New York, NY** (July 2018 - September 2020)

**Product Development Coordinator**

- Assisted in creating product briefs and specifications outlining design requirements, target consumers, pricing, and timelines for multiple product lines
- Collaborated with licensor and sales/marketing teams to provide product information, descriptions, and supporting materials for launches
- Assisted with sourcing materials and keeping product development team on track for project deadlines, accommodating firm launch dates and rigid buyer timelines

**CLIQ Jewelry - Philadelphia, PA** (June 2017 - April 2018)

**Marketing & PR Coordinator**

- Wrote press releases to effectively generate interest from journalists and media outlets
- Created content and assisted in strategizing for marketing initiatives across multiple channels

## Contact

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Boulder, CO

## Skills

SMS/Email Marketing

Social Media Marketing

Digital Advertising

Ad Performance Reporting

Content Marketing

Copywriting

Graphic & Packaging Design

Adobe Creative Suite / Canva

Web design

Project Management

## Education

**SUNY Geneseo**

Geneseo, NY - BA English

(August 2013 - May 2017)

## References

Available upon request