

FELICIA BURZOTTA

DIGITAL MARKETING,
BRANDING, & UX/UI DESIGN

Location: Miami, FL

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EDUCATION

Public Relations, BA

University of Georgia
2015-2019

CERTIFICATE

UX/UI Bootcamp

University of Central Florida
2023-2024

WORK EXPERIENCE

Marketing & Branding Manager

Balanced Aesthetics + Wellness / 2020 - 2025 / Remote

- Providing social media, branding, graphic design, and occasional brand partnership services for luxury Medspa and Wellness Clinic in the Atlanta area.
- Responsible for maintaining brand awareness, overseeing marketing and social media campaigns, and executing strategies to grow the business.

Founder & Freelancer

The Misfit Creative / 2019 - Present / Remote

- Providing freelance social media management, digital marketing, branding, content creation and design services for several clients in the Atlanta and Miami area.
- Generating significant ROI, such as 44% increase in followers and 50% increase in post engagement for a client.

Junior Creative Analyst & Researcher

Think Juice / 2022-2023 / Remote

- Developed creative briefs, assets, powerful copy. and worked alongside designers to execute creative assignments.
- Found ad inspiration, reviewed client competitor creatives, and helped to develop new assets that will convert.
- Basic understanding of ad performance data.
- Assisted in other creative projects such as production planning and mood boards depending on client needs.

Social Media Coordinator

Atlanta Institute for Facial Aesthetics / 2021-2022 / Atlanta, GA

- Rebranded the existing digital footprint to create a cohesive and aesthetic social media feed.
- Developed and executed the monthly content, social strategy, and content creation strategy.
- Engaged with followers and promoted monthly events to increase revenue.

ABOUT ME

Hi, my name is Felicia! As a marketing professional with over 5 years of dedicated experience, specifically in digital marketing and social media, I've mastered the art of engaging audiences and crafting compelling online narratives. I bring a unique perspective that blends strategic marketing with empathetic design.

SKILLS

- Social Media Management
- Content Creation
- Branding & Logo Creation
- Community Engagement
- Digital Marketing Strategy
- UX Research & User Personas
- Wire-framing & Prototyping
- Usability Testing
- Visual Design
- Web & App Design
- Empathy Maps & Affinity Diagrams
- Organization
- Ability to meet deadlines
- Communication
- Teamwork

TOOLKIT

Figma | Canva | VS Code | GitHub |
Miro | Project Management
Software