

ALEXA IGNACIO

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Marketing professional with experience in supporting multi-channel campaign execution, creating compelling content, and collaborating cross-functionally. She has an eye for design, strong communication skills, and an analytical mindset. Values curiosity, creativity, and change. Driven to succeed, she loves coordinating projects, facing challenges, and tackling high-pressure situations. Highly adaptive, flexible, and willing to take on new roles and learn new skills.

EXPERIENCE

SITZEUS | TAMPA, FL

Marketing Intern (June 2025 – January 2026), Marketing Associate (January 2026 – June 2026)

- Supported the execution of marketing campaigns, coordinating timelines, creating deliverables, and communicating progress with internal stakeholders for webinars, trade shows, and multi-channel campaigns
- Independently managed a marketing research project on Generative Engine Optimization (GEO) and AI visibility, using Semrush to collect data, analyze brand performance across LLMs, compile findings, and develop tactical content optimization recommendations
- Executed and maintained LinkedIn social media marketing initiatives by writing, designing, and scheduling content through HubSpot, ensuring clear communication and accuracy in visuals and messaging
- Coordinated the creation and production of visual marketing materials for webinars, trade shows, email campaigns, blogs, presentations, and sales collateral, ensuring alignment with brand guidelines and campaign objectives
- Analyzed social media performance metrics and engagement data to optimize campaign performance
- Improved marketing workflows by implementing AI tools and creating documentation for internal reference
- Developed and maintained internal marketing assets, including PowerPoint templates, logos, and branded resources, ensuring visual consistency and streamlining accessibility for team use
- Collaborated cross-functionally with marketing and sales teams to execute marketing initiatives

BEHAVIOR ANALYSIS SOLUTIONS | LARGO, FL

Graphic Designer (June 2022 - July 2024)

- Coordinated the creation of print and digital content, including social media graphics, infographics, and brochures
- Managed and maintained company social media presence using the Meta Business Suite
- Expanded and updated brand visibility by designing new company website using Wix website builder
- Increased Facebook page reach by 2200% and page visits by 451% over a 17-month period

Registered Behavior Technician (January 2021 – July 2024)

- Administered ABA therapy to pediatric clients according to their individual treatment plans
- Accurately collected data on observed behaviors during treatment sessions and documented session notes
- Collaborated with internal and external shareholders on intervention plans for individual clients
- Trained therapists on client behavior plans, and provided assistance and feedback to others when needed

SKILLS

Adobe Creative Suite • Microsoft Office • Google Analytics • Communication • Graphic Design • Data Analysis • Data Visualization • Brand Management • Project Management • Collaboration • Problem Solving • Flexibility • Organization

EDUCATION

UNIVERSITY OF SOUTH FLORIDA | TAMPA, FL

M.S. Marketing (specialization in Marketing Analytics) | August 2024 – December 2025

B.A. Mass Communications (Journalism) | August 2016 – August 2019