

Vanessa C. Marquez-Kramme

coachnane.com/marketing

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EDUCATION

New York University

M.S. in Integrated Marketing

Expected: Spring 2027

Concentration: Brand Management

B.S. in Hotel and Tourism Management— Magna Cum Laude

Dec. 2015

EXPERIENCE

NYU Steinhardt | New York, NY

Senior Social Media Specialist

Sept 2024 — Present

- Leading comprehensive social media audit of 132+ institutional accounts to establish accessibility standards, content quality benchmarks, and consolidation framework through stakeholder training and strategic consultation.
- Achieved 9% YoY audience growth (92.7K total followers) while maintaining 4.53% average engagement rate—3x higher than industry benchmarks across all platforms (Instagram, LinkedIn, Facebook, TikTok).
- Generated 1.2M impressions through 53+ strategic Instagram collaborations, achieving 2x organic reach through a cross-departmental partnership model.
- Designed and executed multi-platform content strategy achieving 649K+ impressions (+74.7% YoY), with leading performance in thought leadership amplification on LinkedIn (+17.9% followers).
- Established social media best practices and training program for 31+ stakeholders through 12 department consultations, 10 individual meetings, and 3 cohort-wide communications to improve accessibility and brand alignment.

Coach Nane LLC

Founder & Content Creator

March 2018 — Present

- Built a coaching brand to nearly 1K Instagram followers, launched a weekly podcast, and managed end-to-end content strategy across social platforms, email (MailerLite), and audio.
- Increased business revenue 475% in one year through strategic content marketing and lead generation (800% growth).
- Created and facilitated workshops in partnership with organizations, leveraging research-backed frameworks.

Journey | New York, NY

Marketing Manager

May 2023 - April 2024

- Spearheaded B2C marketing strategies, doubling collateral production within two months through workflow optimization.

- Coordinated webinars as key lead generation component, enriching engagement funnel.
- Leveraged AI, HubSpot, and Canva to improve quality and delivery of client communications.
- Collaborated with senior leadership to refine brand messaging and conducted internal training on buyer personas.

Bike New York | New York, NY

Marketing and Communications Specialist

Aug 2022 - May 2023

- Managed social media accounts (98K followers) and email list (240K contacts) with consistently high engagement rates.
- Executed digital campaigns generating 58K+ impressions and drove 67% YoY increase in event registrations.
- Led Giving Tuesday campaign that exceeded goal by 150%, raising \$25K (411% increase in donations).
- Developed brand guidelines and content processes, including communications calendar and performance analysis.

New York University Studentlink Center | New York, NY

Social Media Designer & Counselor

Jan 2022 - July 2022

- Boosted Instagram engagement 25% and reach 374% through tailored social media strategy.
- Led team of 5 in developing social media and communications strategy for the academic year.
- Created 20+ pieces of monthly content (photos, videos, graphics) for digital and print platforms.

SKILLS & TOOLS

Platforms: Instagram, LinkedIn, TikTok, Facebook, YouTube

Tools: HubSpot, MailChimp/MailerLite, Canva, Hootsuite, Meltwater, Google Analytics, AI tools

Core Strengths: Social strategy, content creation, campaign development, audience growth, cross-cultural marketing, L&D facilitation

Languages: Fluent in English and Spanish

PROFESSIONAL CERTIFICATIONS

- Inside LVMH Certification
- Wholehearted Coaching Certification
- NYU SPS Certificate in Social Media Marketing
- Certification Level I: Media Monitoring with Meltwater
- LinkedIn Digital Marketing Foundations
- Hootsuite Platform Certification
- Google Analytics (Beginner)
- NYU SPS Certificate in Narrative Storytelling