

## VANESSA C. MARQUEZ-KRAMME

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### PROFESSIONAL SUMMARY

*Digital marketer and certified coach completing MS in Integrated Marketing seeking to drive scalable, data-driven campaigns for challenger brands. Proven ability to transform audience engagement—currently managing 92.7K followers with 3x industry benchmarks at NYU while generating 1.2M+ impressions through integrated strategies. Brings social media expertise, AI-powered optimization, and cross-platform storytelling to deliver measurable growth.*

### PROFESSIONAL EXPERIENCE

#### NYU Steinhardt | New York, NY

*Senior Social Media Specialist* | September 2024 – Present

- **Scaled audience 9% YoY to 92.7K followers** while achieving 4.53% average engagement rate—**3x higher than industry benchmarks**—through data-driven content optimization across Instagram, LinkedIn, Facebook, and TikTok.
- **Generated 1.2M impressions** through 53+ strategic Instagram collaborations, achieving **2x organic reach** by building cross-departmental partnership model across 132+ institutional accounts.
- **Transformed social media governance** by establishing accessibility standards and a training program for 31+ stakeholders through 12 consultations and cohort-wide communications.

#### Journey | New York, NY

*Marketing Manager* | May 2023 - April 2024

- **Advanced B2C marketing operations by doubling collateral production within two months** through workflow automation and AI-powered tools (Chat GPT, Canva).
- **Enhanced lead generation funnel** by coordinating webinar strategy and refining buyer persona targeting with senior leadership.

#### Bike New York | New York, NY

*Marketing and Communications Specialist* | August 2022 - May 2023

- **Managed digital ecosystem reaching 338K contacts** (98K social followers, 240K email subscribers) with consistently high engagement rates.
- **Drove 67% YoY increase in event registrations** through integrated digital campaigns, generating 58K+ impressions.
- **Exceeded Giving Tuesday fundraising goal by 150%**, raising \$25K through multi-channel campaign (411% increase in donations).

## Coach Nane LLC

Founder & Content Creator | March 2018 – Present

- **Built coaching brand to 1K Instagram** followers through an integrated content strategy across social, email, and a weekly podcast.
- **Scaled revenue 475% in one year** through strategic content marketing and lead generation.

## EDUCATION & KEY PROJECTS

### New York University

*M.S. in Integrated Marketing* | Expected Spring 2027 | Concentration: Brand Management

*B.S. in Hotel and Tourism Management* | December 2015 | Magna Cum Laude

**Relevant Coursework:** Integrated Marketing, Social Media Marketing, Digital Marketing, Campaign Development.

**Key Project:** Developed an integrated marketing plan for RIMOWA, including competitive analysis, digital strategy, and multi-channel campaign recommendations.

## SKILLS & TOOLS

**Data & Analytics:** Google Analytics, Meltwater, performance tracking, audience insights, A/B testing

**Platforms:** Instagram, LinkedIn, TikTok, Facebook, YouTube, Hootsuite, Canva, Sprout Social, email marketing platforms

**AI & Automation:** ChatGPT, Claude, Perplexity, Nano Banana

**Languages:** Fluent in Spanish

## PROFESSIONAL CERTIFICATIONS

- Inside LVMH Certification
- NYU SPS Certificate in Social Media Marketing
- Certification Level I: Media Monitoring with Meltwater
- Hootsuite Platform Certification
- NYU SPS Certificate in Narrative Storytelling