

ALISA J. DEGRAW

DIGITAL MARKETING COORDINATOR | GRAPHIC DESIGNER

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Tacoma, WA 98433

MARKETING SPECIALIST

Travel Leaders - Travel Center
Inc. Tacoma, Washington

2022 - 2025

- Created and analyzed social media campaigns to maximize ROI while aligning with company objectives.
- Designed digital, print, and web marketing deliverables to achieve marketing and organizational goals.
- Oversaw the maintenance of social media networks and company websites.
- Ensured accurate marketing accounting by assigning and communicating costs to trade customers and suppliers.
- Diligently tracked payments from vendors for proper financial management.
- Kept up-to-date on industry trends and advancements through active participation in educational opportunities, professional publications, and engagement with industry organizations.

Graphic Designer | Media Manager Assistant

Kaiberry Kosmetics
Sterling, VA

2020 - 2021

- Designed the company logo and product graphics, maintaining a cohesive brand identity.
- Increased social media following through brand cohesion and identity establishment.
- Crafted engaging trending reels and videos for enhanced audience engagement.
- Created custom t-shirt designs that resonated with the brand's aesthetic.

Marketing Coordinator

Peak Structural
Palmer Lake, CO

2018 - 2019

- Overseeing and creating materials for home shows, effectively generating leads and marketing collateral.
- Designing and submitting ads to various platforms.
- Maintaining digital calendars to ensure timely execution of marketing campaigns.
- Devising and executing multiple email campaigns to enhance business visibility and drive lead generation.
- Attending Better Business Bureau (BBB) meetings to stay informed about industry trends and best practices.
- Undertaking website maintenance and creating internal graphics to support company branding.
- Managing the production process of video ad spots, recruiting videos, and internal training videos from conception to completion.

OBJECTIVE

Experienced digital marketing professional skilled in driving results through strategic campaigns. Proficient in optimizing brand visibility, content creation, and analytics. Expert in coordinating teams, maintaining brand consistency, and tracking KPIs. Committed to delivering exceptional results through data-driven insights and innovative strategies.

EXPERTISE

Adobe Creative Cloud, Microsoft Office, E-mail Marketing, Lead Generation, Google Analytics, Blogging, Invoicing, Scheduling, Website Design, Social Media Management, Vendor Coordinating, Marketing Analytics & Strategies, E-mail Campaigns, Project Management, Public Relations,

SKILL

Digital Marketing	
Illustration	
Videography	
Lead Generation	
Graphic Design	
Research	
Web Design	
Email Marketing	

EDUCATION

Southern Adventist University
Collegedale, TN 2011-2015

Bachelor of Science
Public Relations

Associates
Graphic Design