

## SUMMARY

Teresa Cardona is the head Marketing Manager.

Providing innovative and effective illustrated content through integrated brand marketing and PR strategies.

Delivering results-oriented campaigns to enhance clients' awareness, foster the intended audience's relationship and loyalty.

Maximizing both print and technically creative opportunities on social media and through interactive campaigns to attract customers to the brand.

## CONTACT

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## SKILLS

Mass Email Marketing  
Public & Media Relations  
Digital & Social Media Strategy  
Marketing & B2B and B2C Journalism  
Content Creation: *Video/ Social/ Blog*  
Hired & supervised subordinate staff  
Project Management  
Brand Strategizing  
B2B and B2C Campaign Creation

## CONTENT CREATION

### Design

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Premiere

### Site Building

- Wix
- Presta
- WordPress

### Social Media

- Hootsuite
- Agorapress
- Hubspot
- Canva
- LinkedIn & FB Ad Manager

### Email Programs

- Yesware
- Constant Contact
- Hubspot

# TERESA CARDONA

ASBURY CARBONS - INTERNATIONAL MARKETING MANAGER

## EMPLOYMENT

**Asbury Carbons - Marketing and Communication Manager** - Nov 2023 – Present

## WORK EXPERIENCE

### **Asbury Carbons - Marketing and Communication Manager**

**November 2023 – Present**

Orchestrates and manages comprehensive marketing strategies to attract and retain customers across multiple business lines; including tradeshows.

Conducted thorough internal and external business reviews, including monthly audits of SEO, social media, GA4 analytics, and ongoing projects.

Regularly advise and update senior leadership on marketing opportunities and current activities, ensuring alignment with organizational goals and objectives.

Collaborated regularly with Asbury Sales and Technical teams, media outlets, and agencies to develop impactful campaigns across various channels including website, design, literature content, press releases, websites, and social media.

### **Saniflo SFA Inc. – North American Marketing and Communication Manager**

**October 2019 – November 2023**

Implemented one shared database between USA, Mexico and Canada.

Served as advisor on digital campaigns- Ex. Google Ad, SEM, SEO, Amazon store etc.

Aided in selection process of subordinate staffing for the marketing department.

Supervised budget & content creation for B2B/B2C campaigns

Collaborating with Regionals, Representatives, and Company Partners

Created technical and consumer related content via digital, print, & advertisements.

### **Aramark - Marketing and Social Media Manager**

**January 2016 – May 2019**

Acting as contact and main representative for Marketing Department.

Designing text, layout, and designs for promotional materials.

Oversee Student Marketing team in Peer-to-Peer focused endeavors.

Determining trends through student habits, surveys and focus groups.

Managing and Photographing for Instagram and Twitter.

### **University of Hartford College of Arts and Sciences – Social Media Intern**

**August 2017 – August 2018**

Managing media presence through Student Spotlights and Events.

Posting Announcements Events, Clubs, and Gatherings in the College of Arts and Sciences. Created Social Media Audits Bimonthly.

Publicly speaking and engaging incoming students and parents.

### **IHeart Media – Marketing & Social Media Manager Intern**

**August 2016 – January 2017**

Preparing & delivering analytic reports as required.

Copywriting independently on creation of Announcements and reports.

Advertisements and Blog posts. Upkeep of social media platforms.

### **Van Der Plas Gallery - Gallery Assistant and Social Media Intern**

**May 2016 – August 2016**

Managing media: LinkedIn, Twitter, Facebook, Insta, Gallery site.

Administrative duties. Data Entry. Relaying correspondence from buyers.

Use of Adobe Suite to create PR and public advertising.

## EDUCATION

**University of Hartford** - BFA Illustration

## LEADERSHIP ROLES

**Women's Advancement Initiative L.E.A.D. Program**

**Sigma Alpha Pi - The National Society of Leadership and Success**

**Sigma Lambda Delta Honor Society**

**University of Hartford's Honor's Program** 2015 - 2019

**Secretary of Honors Residential Building: Hawk Hall** 2015 – 2016