

Greenville SC, 29607
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ALYVIA KLUSKA

MARKETING MANAGER



PROFESSIONAL SUMMARY

Marketing Manager with 7+ years of experience in beauty, aesthetics, medical devices, and agency marketing. Skilled at blending creative vision with data-driven strategy to lead brand development and support product development efforts, driving successful product launches that expand market reach and generate measurable leads. Experienced in managing cross-functional teams and delivering high-impact activations, including New York Fashion Week and Miami Swim Week, to elevate luxury brand presence. Positive, enthusiastic, and motivated to learn and succeed.

**Bachelor of Arts -
Communication &
Media Studies,**
Furman University,
Greenville, SC

EMPLOYMENT HISTORY

JAN 2023 - PRESENT

Marketing Manager, Apyx Medical, Remote

- Direct large photo and video productions to deliver brand-focused campaigns and successful product launches.
- Create trend-driven campaigns that differentiate the brand in the aesthetics market.
- Manage social media team to execute engagement-driven strategies.
- Analyze paid and organic social data to optimize marketing and increase web traffic and leads.
- Spearhead PR initiatives, outreach, and influencer collaborations to grow brand presence.
- Lead product branding from ideation to launch, collaborating cross-functionally for cohesive storytelling.
- Research industry trends to inform innovative campaigns and marketing materials.
- Coordinate cross-department efforts to ensure consistent branding across markets and events.
- Collaborate with global sales and distributors to align branding and marketing worldwide.
- Produce and lead brand activations at New York Fashion Week and Miami Swim Week, boosting luxury market visibility.

MAY 2021 - JAN 2023

Social Media Coordinator, Apyx Medical, Remote

- Developed creative concepts and directed collaborative photoshoots for new marketing campaigns.
- Owned and executed data-driven social media strategies, increasing Instagram followers by 633% and engagement by 20%.
- Analyzed social metrics and audience behavior to optimize content and posting schedules.
- Researched cosmetic and beauty trends to inform innovative marketing materials.
- Partnered with influencers to expand brand reach and drive traffic through collaboration.

JUN 2020 - MAY 2021

Account Coordinator, EP+Co, Greenville, SC

- Managed client communications and campaign deliverables.
- Optimized social content via Sprinklr, increasing visibility and engagement.
- Researched media trends to enhance client strategies.
- Analyzed data to support timely campaign execution.
- Collaborated cross-functionally to drive account growth.

DEC 2019 - MAY 2020

Brand Manager, Southern Surgical Arts, Chattanooga, TN

- Led the rebranding and launch of the practice's medical spa, creating all marketing and advertising assets.
- Directed digital and cross-platform marketing strategies to grow organic traffic and meet practice goals.
- Managed collaboration between four plastic surgeons and capital equipment vendors to coordinate joint marketing efforts.
- Audited website performance and optimized marketing plans to enhance patient engagement and campaign effectiveness.

NOV 2018 - MAY 2021

Founder / Company Owner, LYVEVEN, Greenville, SC

- Created brand vision, mission, and identity; led all marketing, content, and product campaigns.
- Managed e-commerce operations and oversaw product launches to market.

JAN 2019 - APR 2019

Sales Representative, The Greenbrier Center for Cosmetic Surgery, White Sulphur Springs, WV

- Leveraged skincare expertise to boost sales, patient loyalty, media coverage, and retail marketing

