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ALYVIA KLUSKA

MARKETING MANAGER



PROFESSIONAL SUMMARY

With over 6 years in both the beauty/cosmetics space and the advertising agency side, I specialize in creative direction and all things marketing. My wheelhouse remains within the realms of strategic brand development. I have a passion for analyzing all angles of a brand and excel in growing brands comprehensively, visually and functionally showcasing their strengths to drive effective, measurable lead generation. I am a positive, enthusiastic, hard-working individual who is eager to learn and motivated for success.

EMPLOYMENT HISTORY

JAN 2023 - PRESENT

Marketing Manager, Apyx Medical, Remote

- Creative direct and manage large photoshoots and video productions to produce brand specific campaigns and successful product launches.
- Manage, lead and direct social media team to implement strategies.
- Analyze paid and organic social media analytics to optimize marketing strategies and increase web traffic.
- Spearhead public relations strategies, out reach, and influencer collaborations.
- Research leading beauty and cosmetic brand trends to innovate campaign concepts and marketing materials.
- Coordinate cross-departmental efforts to maintain consistent branding across markets and events.
- Design and create compelling digital content and printed marketing materials, ensuring brand consistency and quality.
- Liaise with global sales teams and distributors to align branding and marketing efforts worldwide.

MAY 2021 - JAN 2023

Social Media Coordinator, Apyx Medical, Remote

- Developed creative concepts and directed collaborative photoshoots for new campaigns.
- Owned and executed social media strategies prompting a significant increase in platform engagement and following.
- Evaluated social media metrics to refine content creative, achieving a **633%** increase in Instagram followers.
- Analyzed audience engagement patterns, optimizing post timing and content, resulting in a **20%** increase in overall social media interaction.
- Monitored analytics and engaged with social audience to refine marketing strategies, enhancing campaign effectiveness.
- Researched cosmetic/beauty trends, integrating insights into innovative marketing materials.
- Partnered with influencers to expand brand reach, successfully increasing collaboration-driven traffic.

JUN 2020 - MAY 2021

Account Coordinator, EP+Co, Greenville, SC

- Researched media trends and sourced new opportunities, enhancing client strategies and engagement.
- Amplified social media engagement via Sprinklr, increasing client visibility and interaction.
- Managed daily client contact, contributing to account development and client satisfaction.
- Analyzed client data and assisted with high-volume campaigns, ensuring timely project completion.
- Collaborated with agency departments to meet client needs, fostering a cohesive work environment.

DEC 2019 - MAY 2020

Brand Manager, Southern Surgical Arts, Chattanooga, TN

- Grew organic traffic for multiple accounts by implementing social media initiatives.
- Served as a liaison to coordinate joint marketing efforts between capital equipment vendors and company physicians.
- Directed digital marketing strategies to meet company goals and objectives.
- Designed all forms of advertising for the rebranding and launch of the company's new medical spa.
- Built optimization strategies for various avenues of advertising.
- Audited website performance to make positive adjustments to marketing plans.
- Streamlined cross-functional marketing efforts, enhancing vendor-physician collaboration and boosting campaign efficiency.

NOV 2018 - MAY 2021

Founder / Company Owner, LYVEVEN, Greenville, SC

- Developed vision, mission, and structure to support early expansion, driving company growth.
- Created and managed all brand products, website design, social media content, and marketing materials, boosting brand cohesiveness.
- Directed campaign and product photoshoots, enhancing brand visibility and appeal.
- Monitored sales growth and product launches, ensuring successful market entry.

JAN 2019 - APR 2019

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

- Mastered skincare brand knowledge, applying expertise to drive sales.
- Identified editorial opportunities via Cision, boosting media coverage and brand awareness.
- Delivered exceptional customer service, ensuring patient satisfaction and fostering loyalty.
- Led sales initiatives, increasing product sales through targeted outreach and personalized service.
- Created marketing strategies for retail displays, enhancing product engagement.

EDUCATION

Bachelor of Arts : Communication and Media Studies, Furman University, Greenville, SC

SKILLS

Leadership	Creative Direction
Brand Development	Project Management
Cosmetic Industry Knowledge	Public Relations
Strategic Thinking	Adobe Creative Suite
Verbal Communication	Client Satisfaction
Copywriting	Market Research
Campaign Management	Analytics