

LIA A. ESPOSITO

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EXPERIENCE

LendingTree – Charlotte, NC May 2021 – Present

Consumer Research and Brand Coordinator August 2022 – Present

- Spearheaded PR consumer research efforts by project managing our Qualtrics account and six-figure retainer to execute two 40 question survey fields programmed into Qualtrics and analyzed the results for 8 editorial pieces per month
- Collaborated with PR outreachers to publish content and had a 98% YOY increase in total backlinks and 318% YOY increase in LendingTree mentions on high domain authority sites to improve our overall SEO performance
- Implemented multiple organizational measures to have searchable records for stakeholders needing specific data by vertical
- Managed organic social brand channels to produce content, measure results, and report on competitor activity

Content and Partnerships Coordinator May 2022 – August 2022

- Design content and manage organic social for 4 brands on Facebook, Instagram, Tiktok, Twitter and Pinterest
- Launch the LendingTree TikTok and gain 13,500 followers in 4 months
- Support the brand marketing team with high profile paid partnerships and influencer campaigns

Social Media Strategist May 2021 – May 2022

- Executed an organic social media strategy for 3 brands on Facebook, Instagram, Twitter and Pinterest that increased link clicks by 660% over 4 months
- Designed and created over 475 post graphics for campaigns in 7 months

The Rehearsal Club – New York City, New York December 2020 – May 2021

Nonprofit dedicated to supporting young women building careers in performing arts

Marketing and Social Media Strategist

- Developed a marketing and social media plan that resulted in a 1010% increase in Facebook post engagement
- Created a new Instagram presence that increased followers by 935% over prior account
- Promoted a year-long fundraising campaign kickoff on social media, resulting in meeting the \$200k fundraising goal in 7 weeks

EDUCATION

University of North Carolina at Chapel Hill – Chapel Hill, NC GPA 3.66

B.A. Journalism and Media concentrating in Advertising and Public Relations;

English Minor

Courses in Media Literacy, Law, and Ethics, Business in Media, Multimedia Composition, PR Campaigns, Case Studies, and Writing, Presentation Design, Research for Ad and PR, and Sports Marketing

SKILLS

- Exposure to Adobe Creative Cloud, Premiere Pro, Illustrator, Google Tag Manager, Google Analytics, Sketch, Figma, Jira, Salesforce, influencer campaigns, pixels and paid media
- Proficient in Microsoft Office, Qualtrics, Photoshop, WordPress, Hootsuite, Buffer, Canva brand management and paid partnership
- Completed 10+ LinkedIn Learning courses on topics relating to PR, advertising, marketing, and social media

LEADERSHIP AND COMMUNITY INVOLVEMENT

Skills Based Volunteering January 2022 – Present

Over 30 hours of volunteering with nonprofits in 2022 with \$400 matched from LendingTree for my time spent with Charlotte nonprofits including Common Wealth Charlotte, Charlotte is Creative. Dottie Rose Foundation, Digibridge Charlotte, Year Up, and The Relatives