

# LIA A. ESPOSITO

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## EXPERIENCE

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**23XI Racing** – Mooresville, NC

May 2023 - Present

### Digital Marketing Manager

- Led 23XI Racing's digital marketing efforts, overseeing website, social media, email, and media campaigns
- Developed and implemented detailed content plans and strategies to increase social media following and brand awareness
- Collaborated with internal and external stakeholders to optimize marketing reach and results, and prepared performance reports for partners on contracted assets
- Produced high-quality content that aligned with business objectives and brand guidelines for website and social media

**LendingTree** – Charlotte, NC

May 2021 – April 2023

### Consumer Research and Brand Coordinator

August 2022 – April 2023

- Spearheaded PR consumer research efforts by project managing our Qualtrics account and six-figure retainer to execute 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 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
- Worked with stakeholders of the channel like product marketing, SEO, and paid social to create campaigns that laddered up to other company-wide initiatives and matched the branding of other channels

### Content and Partnerships Coordinator

May 2022 – August 2022

- Designed content and manage organic social for 4 brands on Facebook, Instagram, Twitter and Pinterest
- Launched the LendingTree TikTok and gain 13,500 followers in 4 months
- Supported the brand marketing team in management of end-to-end sponsorship process, including vetting opportunities, modeling potential value, contract negotiations, and ensuring delivery of contracted assets
- Implemented creative problem-solving skills to maximize value from missed opportunities during COVID

### 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

### Marketing and Social Media Strategist

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

## EDUCATION

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**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 Multimedia Composition, Presentation Design, Research for Ad and PR, and Sports Marketing

## SKILLS

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- Exposure to Tableau, Adobe Creative Cloud, Premiere Pro, Illustrator, Google Tag Manager, Google Analytics, Sketch, Jira, Salesforce, Sprout Social, influencer campaigns, pixels, paid media, and last touch and multi-touch attribution models
- Proficient in Microsoft Office, Qualtrics, Photoshop, Figma, WordPress, Hootsuite, Buffer, Canva, brand management, and paid partnerships