

LIA A. ESPOSITO

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EXPERIENCE

23XI Racing – Huntersville, NC

May 2023- Present

Digital Marketing Manager

- Directed digital marketing strategy, managing content and partnerships with 30+ stakeholders, to enhance engagement, brand alignment and ROI
- Launched and managed a new website in collaboration with an external agency, ensuring seamless integration of sponsorship assets and optimized user experience
- Strengthened fan engagement by revamping email and SMS marketing, leveraging partnerships to deliver exclusive content, increasing open rates and audience retention
- Evaluated digital marketing performance, using data-driven insights, A/B testing, and segmentation to refine partnership activations and maximize campaign effectiveness

LendingTree – Charlotte, NC

May 2021- May 2023

Partnerships and Consumer Research Coordinator

- Forged high-impact partnerships with an NCAA bowl game, ACC football and basketball programs, individual athletes, and an NBA team to elevate brand visibility and engagement
- Spearheaded PR consumer research, leveraging a six-figure Qualtrics retainer to execute data-driven surveys that optimized sponsorship strategies and content development as well as a 98% YoY increase in backlinks and a 318% YoY surge in LendingTree mentions
- Executed high-profile paid partnerships and athlete-driven influencer campaigns, ensuring seamless integration and maximum brand exposure
- Analyzed competitor activity in sports sponsorships to refine strategy and maximize ROI

Social Media Strategist

- Executed an organic social media strategy for 3 verticals 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
- 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

May 2022

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

GPA 3.66

Relevant Coursework: Sports Marketing, Business in Media, Media Ethics, Media Law, Media Literacy, Multimedia Composition, PR Campaigns, Presentation Design, PR Writing, and Research for Advertising and Public Relations

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

May 2027

M.B.A. Candidate in the Charlotte Executive M.B.A program

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 partnerships
- Completed 10+ LinkedIn Learning courses on topics relating to PR, advertising, marketing, and social media

LEADERSHIP AND COMMUNITY INVOLVEMENT

Skills Based Volunteering

- Guest panelist on the Charlotte Is Creative Marketing Power Panel
- 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