

Alexa Crudo

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PROFESSIONAL SUMMARY

Creative marketing specialist with 3 years of experience analyzing campaign performance, driving social media growth, and translating data into actionable insights. B.S. in Business Administration and Google Data Analytics certified.

WORK HISTORY

May 2023 - August 2025

Esports Foundry | Digital Content Specialist

- Ideated B2B content including graphics, articles, and videos generating an increase of 960% in post impressions and 354% in followers on LinkedIn.
- Launched company blog to expand organic content and support website traffic and SEO growth.
- Designed commercial streetwear lines aligned with target demographic trends.
- Presented quarterly KPIs through data analysis and visualization.

November 2022 - May 2023

EsportsGear | Social Media Coordinator

- Developed and applied a content strategy that increased post impressions by 58% on X and 112% on Instagram.
- Built and maintained accessible client profile and media databases to streamline community engagement and user-generated content.
- Wrote and scheduled 3+ posts a week with a unique brand voice across platforms.
- Coordinated creative asset requests and project timelines for a small design team, ensuring deliverables were staying on schedule.

EVENT EXPERIENCE

2024 - 2025

CECC Texas 2024 & 2025 | Social Media Lead

- Coordinated on-site social media coverage for collegiate esports tournaments averaging 115M+ total impressions and 4,000+ live attendees each year.
- Brainstormed and executed promotional content meeting sponsorship requirements.

Scholastic Esports Awards 2025 | Social Media Lead

- Developed a long-term strategy and original graphics for the inaugural Scholastic Esports Awards, resulting in 450K+ impressions and 1,600 mentions on X.

EDUCATION

Bachelor of Science in Business Administration, Marketing | University of Central Florida (2023)

CERTIFICATIONS AND SKILLS

- **Google Data Analytics (2026)**
- **Analytics:** Excel, Google Sheets, basic knowledge of SQL, Python, and Tableau.
- **Digital Marketing:** Social media, WordPress, Hootsuite.
- **Design:** Adobe Creative Suite, Canva, Figma.
- **Productivity:** Asana, ChatGPT, Google Workspace, Microsoft Office, 84 WPM.