

Cecilia Defino

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EXPERIENCE

Cronkite Agency, Phoenix, AZ — Digital Marketing Specialist

January 2025 - May 2025

Build and maintain effective digital marketing strategies, including digital advertising, paid search, paid and organic social media, keeping tracking of (SEO) search engine optimization using platforms such as Meta Ads Manager, Google Analytics, and Facebook Business Manager

Worked with *Issues in Science and Technology*, a science publication company, to improve their website visibility and traffic:

- Increased social media following by 5.4%
- Increased active users to /newsletter page by 6960%
- Increased Spotify podcast following by over 8.6%

Kept track, managed and allocated a budget of \$2,500 across multiple platforms such as Meta Business Suite, Spotify Ads Manager, and LinkedIn Campaign Manager

Ability360, Phoenix, AZ — Writing and Broadcast Marketing Intern

January 2025 - May 2025

Assists with identifying and developing stories related to the disability community, and to participate in marketing campaigns for events such as sports, activism, outdoor recreation, and community integration.

Responsibilities include writing, editing, online research, social media, photography, videography, commercial art and post-production of media.

Program Productions, Remote — Operations Summer Intern

May 2024 - August 2024

Managed and assigned media crew to cover sports games using Salesforce

Arizona State University Enterprise Partners, Tempe, AZ— Student Worker for Gift Administration and Data Management

August 2022 - May 2024

Scanned documents and receipts from donors; confirmed major donor files
Uploaded documents into Salesforce to digitize filerom
Created an instructional video for sending out letters using Premiere Pro

EDUCATION

Arizona State University - Phoenix, Arizona - Journalism and Mass Communication, B.A.
August 2021 - May 2025

SKILLS

Adobe Premiere Pro, Videography, Video editing, Google Analytics 4 (GA4), SEO strategies, Paid and organic social media marketing, Multimedia Journalism

PORTFOLIO

<https://ceciliadefino.wixsite.com/cdefino>

LINKEDIN

<https://www.linkedin.com/in/cecilia-defino/>

AWARDS

December 2022 - December 2024

Dean's List - Associated with Arizona State University

CERTIFICATIONS

Google Analytics Certification - Issued Jan 2025

Google Ads Display Certification - Issued March 2025

Google Ads Measurement Certification - Issued March 2025

Google Ads Search Certification - Issued March 2025