Alexander Zito

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SUMMARY

Creative marketing strategist blending AI fluency with bold storytelling to elevate brands across digital platforms. I bring strategy, design, and innovation together to turn complex ideas into campaigns that connect and deliver results.

EXPERIENCE

TheraPanacea　　　　　　　　　　　　　　　　　　　**Paris, France (Remote)**
Digital Marketing Strategist　　　　　　　　　　　　　　February 2024 - Present

- Directed marketing for AAPM and ASTRO conferences, developing booth graphics, postcards, LinkedIn ads, and landing pages that secured 15 targeted meetings with oncology decision-makers.
- Owned ASTRO email campaign, a 3-part drip sequence to 4,400 contacts, generating 8,500+ total clicks, achieved open rates of 12%, 17%, and 19%, averaging a 52% click-to-open rate.
- Launched TheraPanacea's U.S. website on Wix, increasing organic traffic by 69% through SEO enhancements, UX restructuring, and targeted content strategy in 4 months.
- Managed campaign workflows inside HubSpot, including segmentation, email sequences, contact tracking, and performance reporting for 4,400 contacts.
- Collaborated with French and U.S. product marketing, marketing, and sales teams to execute global campaigns and conference initiatives.

G3 Medical Marketing　　　　　　　　　　　　**Santa Monica, California (Remote)**
Digital Marketing Specialist (Contract)　　　　　　　　November 2024 - May 2025

- Developed branded digital and print materials for 6 oncology clients supporting webinars, product launches, and visual strategy across LinkedIn, physical mailers, and event marketing.
- Built and launched Facebook ad campaigns for webinars, targeting oncology professionals by role and tracking campaign performance using Zoho.
- Reimagined landing pages using WordPress, Elementor, and Divi to improve UX for webinars, product pages, and client education.
- Led visual rebrands, designing updated logos, templates, and style guides for client campaigns.

Cavs Care Capstone (Client: Cleveland Cavaliers)　　　　　　　**Kent, Ohio**
Creative Director　　　　　　　　　　　　　　　　August 2024 - December 2024

- Orchestrated a winning campaign selected by 8 industry judges, managing design, strategy, and pitch delivery against 5 competing teams for the Cleveland Cavaliers' Cavs Care program.
- Conducted interviews, focus groups, and surveys to uncover community sentiment, shaping messaging strategy and refining campaign direction around classroom support.
- Designed ad concepts for bus stops, social, and landing pages using Photoshop and Canva, projected to reach 2,000+ community members and boost event awareness.
- Co-developed "Beyond the Court" with Cavs staff and PR mentors to reposition Cavs Care beyond basketball.

ONE37pm | Gallery Media Group　　　　　　　　　**New York, New York (Remote)**
Social Content Designer　　　　　　　　　　　　　June 2022 - September 2023

- Crafted storytelling-driven sports graphics using Photoshop, boosting Instagram reach by 1,000% in July through original editorial visuals and pop-culture crossovers.
- Designed a viral Instagram graphic for @ProperFootball highlighting Messi's 100-club scoring feat, earning 400K+ likes and amplifying audience engagement.

SKILLS

Tools & Platforms: Google Ads, Meta Ads Manager, LinkedIn Campaign Manager, HubSpot, Google Analytics, WordPress, Framer, Figma, Generative AI Tools (ChatGPT, Midjourney, Synthesia)
Marketing & Strategy: Campaign Strategy, Email Marketing & Automation, Paid Social Advertising (LinkedIn, Meta), SEO & Website Optimization, Lead Generation, Audience Insights & Segmentation, Content Development & Messaging
Creative & Design: Adobe Photoshop, Illustrator & InDesign, Canva, Brand Identity & Visual Systems, Campaign Creative Direction, Marketing Copywriting, Social Media Content Design, Visual Storytelling, Presentation & Layout Design

EDUCATION

Kent State University　　　　　　　　　　　　　　　　　　　　**Kent, Ohio**
Bachelor of Science in Advertising & Public Relations, magna cum laude (December 2024)
Honors & Activities: President's & Dean's List, Academic Merit, MDJ Director's Scholarship, PRSSA Kent (Executive Board Member), PRSA (Student Member)