

Alexander Zito

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SUMMARY

Digital marketing strategist blending AI fluency, analytics, and creative direction to drive brand growth across digital platforms. With 3 years of hands-on experience in content strategy, social media, and campaign execution, I specialize in turning insights into action—and action into results. Launched a U.S. website that drove 69% organic growth in 4 months, showcasing my ability to elevate digital experiences through data-driven design.

EXPERIENCE

G3 Medical Marketing

Digital Marketing Specialist

Santa Monica, California

November 2024 - Present

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

TheraPanacea

Digital Marketing Strategist

Paris, France

February 2024 - Present

- Launch TheraPanacea's U.S. website on Wix, driving a 69% organic traffic increase through SEO, UX improvements, and targeted content within 4 months.
- Elevate brand search rankings to No. 2 on Google by strengthening post-launch SEO and optimizing backend structure.
- Doubled email open and click-through rates for AAPM conference campaign by writing and designing targeted promotional emails.
- Design LinkedIn graphics with industry partners, adding 2,000+ followers through educational posts.

Cleveland Cavaliers | Cavs Care AD & PR Campaigns Project

Creative Director

Kent, Ohio

August 2024 - December 2024

- Directed winning campaign selected by 8 industry judges, managing design, strategy, and pitch delivery against 5 competing teams for the Cleveland Cavaliers' Cavs Care program.
- Designed ads for bus stops, social, and landing pages using Photoshop and Canva to promote awareness and community event attendance
- Built research-driven brand identity aligned with Cavs Care's mission and community values.

ONE37pm | Gallery Media Group

Brand Editorial Designer

New York, New York

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.
- Produced athlete-focused social content for NBA, MLS, and Premier League talent, including Chris Brickley, across Instagram and X.

EDUCATION

Kent State University

Bachelor of Science in Advertising & Public Relations, magna cum laude

Kent, Ohio

Honors & Awards: President's List, Dean's List, Academic Merit, MDJ Director's and Study Abroad Scholarships

Extracurricular Activities: PRSSA, Provost Leadership Academy

SKILLS

Creative & Web Tools: Adobe Suite, Canva, Midjourney, Synthesia, Wix, WordPress, Elementor, Divi

Marketing & Analytics: Meta Ads Manager, Google Analytics, Mailchimp, Lemlist, Hootsuite, Sprout Social, ChatGPT, Adobe Firefly, Jasper

Strategic Strengths: Brand Development, Content Strategy, Copywriting, Campaign Execution, Creative Direction, Cross-Functional Collaboration, Presentation, Project Management (Asana, Monday.com)