

ALEXANDER ZITO

(440) 520-0772 | alexzito2002@gmail.com | linkedin.com/in/alexander-j-zito | www.alexzito.design

SUMMARY

Multidisciplinary marketer working across content, social, email and CRM, event strategy, web, and AI-enabled creative. Builds campaigns and the systems behind them, turning technical subject matter into clear, measurable audience engagement.

EXPERIENCE

tZERO

Jersey City, New Jersey (Remote)

Marketing Associate

January 2026 – Present

- Rebuilt event operations on an automated Google Sheets system alerting five internal and PR-agency stakeholders to new events, speaking slots, and materials; evaluated 108 events across 21 discovery calls and post-event surveys, supporting 18 secured speaking opportunities.
- Produced near-daily LinkedIn and X content across announcements, partnerships, earned media, and regulatory topics, writing copy and designing assets for channels that recorded 231,624 LinkedIn impressions, 4,803 new followers, and 1.7M X impressions.
- Redesigned the HubSpot newsletter around a tighter content hierarchy, tiered CTAs, and optimized subject lines, with post-redesign sends to 27,199 contacts reaching open rates as high as 17.5% versus 2.7% previously.
- Built a three-minute Synthesia explainer translating tZERO's institutional API into diagrams, flowcharts, and motion graphics, earning 12,000 impressions and prompting parent company VerifyInvestor to explore the platform.
- Designed a full-page tZERO advertisement in Adobe InDesign that opened the May 2026 print and digital issue of Enterprise Security Magazine.

TheraPanacea

Paris, France (Remote)

Digital Marketing Strategist

February 2024 – January 2026

- Launched TheraPanacea's U.S. website on Wix, increasing organic traffic 69% in four months through SEO enhancements, UX restructuring, and targeted content strategy.
- Owned the ASTRO email program, a three-part HubSpot drip to 4,400 contacts that generated 8,500+ clicks and a 52% average click-to-open rate.
- Ran AAPM and ASTRO conference marketing across booth graphics, postcards, LinkedIn ads, and landing pages, securing 15 meetings with oncology decision-makers.

G3 Medical Marketing

Santa Monica, California (Remote)

Digital Marketing Specialist (Contract)

November 2024 – May 2025

- Produced branded digital and print campaigns for 6 oncology clients across LinkedIn, mailers, and events, and led visual rebrands spanning logos, templates, and style guides.
- Built Facebook webinar campaigns targeting oncology professionals by role, tracking performance in Zoho and rebuilding landing pages in WordPress, Elementor, and Divi.

Cavs Care Capstone | Client: Cleveland Cavaliers

Kent, Ohio

Creative Director

August 2024 – December 2024

- Directed "Beyond the Court," a Cavs Care repositioning campaign developed with Cavaliers staff and PR mentors and selected by 8 industry judges over 5 competing teams.
- Grounded messaging in interviews, focus groups, and surveys, then designed bus stop, social, and landing page concepts projected to reach 2,000+ community members.

ONE37pm | Gallery Media Group

New York, New York (Remote)

Social Content Designer

June 2022 – September 2023

- Created storytelling-driven sports graphics in Photoshop that helped lift Instagram reach 1,000% in July through original editorial visuals and pop-culture crossovers.
- Designed a viral @ProperFootball graphic on Messi's 100-club scoring feat that earned 400K+ likes.

SKILLS

Marketing & Operations: Campaign Strategy, Content Marketing, Social Media Marketing, Email Marketing & Automation, Event Marketing, Marketing Communications, Audience Segmentation, SEO & Web Optimization, Paid Social (LinkedIn, Meta)

Platforms & Analytics: HubSpot, Google Analytics, Meta Ads Manager, LinkedIn Campaign Manager, Sanity CMS, WordPress, Jira, SurveyMonkey, UTM Tracking, Figma

Creative, Technical & AI: Adobe Photoshop, Illustrator & InDesign, Canva, HTML Email, Marketing Copywriting, Generative AI (ChatGPT, Claude, Gemini, NotebookLM, Synthesia)

EDUCATION

Kent State University | B.S. in Advertising & Public Relations, *magna cum laude*

Kent, Ohio | December 2024