

# TIFFANY ALEXA MEDINA

medintif@gmail.com NJ · USA tiffanyalexa.com

Data Analysis · Paid Social · Organic Social · SEO  
Visual Commerce · Affiliate Marketing · Email  
Marketing SMS Marketing · Project Management  
Branding · Communication · Agency Management

## EXPERIENCE

### DOUBLERAINBOW BIOSCIENCES

10.22 • PRESENT

#### DIGITAL MARKETING & BRAND COMMUNICATIONS MANAGER

Responsible for raising brand awareness, developing media strategy, and trading calendar to support brand objectives for DoubleRainbow Biosciences and Landkind.

- Grew premier direct-to-consumer brand, Landkind, by an average 67% MOM while increasing site visitors by an average of 159% within first 3-months of hiring.
- Facilitated first celebrity ambassadorships, professional athlete sponsorships, influencer campaigns, and mass media relations with networks such as NBC
- Regularly developed organic social content and blogs
- Fostered B2B relationships with marketplaces and consumer brands

### DMC • CONSUMER MARKETING MANAGER

09.18 • 10.22

Developed annual digital campaign plan for DMC.com, North America to meet business goals. Responsible for making data-driven decisions for driving conversion and lead generation, sales and performance reporting. Managed pipeline for new products, digital merchandising, and site optimization.

- Increased digital revenue YOY by 17%, in first full year, exceeded initial 2020 sales budget by 97%, exceeded first half of 2021 sales budget by 12%
- Consistently outperformed 7 other markets over 4 years
- Implemented DMC Affiliate and SMS programs and global visual commerce strategy
- Lead global influencer strategy and brand digital partnerships
- Managed PR and Content calendars while facilitating brand partnerships
- Created digital visuals for various digital channels and marketplaces
- Worked closely with logistics to optimize data feeds and fulfillment
- Assisted with localization efforts of sister brands, Sirdar and Rowan

### MACYS for LANCOME • BRAND EXPERT

11.17 • 08.18

Lead beauty advisors to drive Macy's counter sales while implementing timely L'Oreal marketing efforts..

### VIDA SHOES INTERNATIONAL • MARKETING MANAGER

09.16 • 12.17

Lead rebranding efforts to position Pastry sneakers as America's #1 Dance Sneaker within the performance-wear industry. Responsible for reporting of channel performance, site performance, sales goals, and brand budgeting.

- Arranged a ten stop trade show tour and hosted in-person events with industry leaders
- Solely managed content and campaign calendars to meet social goals and highlight influencers
  - directed digital and print creative for LovePastry.com and retailers
  - implemented visual commerce strategy and influencer program
  - partnered with footwear designer to assist with NPD efforts
- Managed all onsite merchandising, product setup, and promotion setup
  - coordinated facebook paid ads, email content and segmentation, and site optimizations
  - managed customer service team to ensure quality consumer experience

### MANAGER • GIGI'S DANCEWEAR

08.11 • 09.16

Shadowed business owner to manager retail operations, build B2B relationships, and develop digital presence with social media content creation.

## EDUCATION

Kean University • B.S. Marketing - Dance Minor  
Mu Kappa Tau National Marketing Honor Society  
WARNER MUSIC GROUP D2C IINTERN

## SKILLS

Google Analytics • Basic HTML • Shopify • Solidus • Magento • Dedi  
Amazon Seller Central • Figma • Canva • Photoshop • InDesign  
Contentful • Pixlee • Mailchimp • Klaviyo • Attentive • Meltwater  
Microsoft Suite