

# Laura Cosma

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## SUMMARY

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Results-driven Digital Marketer skilled in platform optimization, data analysis, and strategic partnerships to boost brand visibility and engagement. Organized, detail-oriented, and professional in all interactions.

## SKILLS

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**Languages:** Spanish (Intermediate), Romanian (Fluent) | **Expertise:** Social Media Management, Content Creation, Data Analysis, Project Management, SEO/SEM, Network Systems | **Software:** Slack, Salesforce, Zoom, Adobe Creative Cloud, Outlook, Excel, Word, PowerPoint, Canva, CapCut, Teams | **Programming Languages:** Python, JavaScript, Java | **Interpersonal:** Communication, Time Management, Adaptability, Problem-Solving, Emotional Intelligence

## EXPERIENCE

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### Marketing Assistant for Student Life | Westchester Community College | Valhalla, NY | September 2024 - Now

- Implemented online advertising strategies, optimizing digital platforms to enhance reach by 25%.
- Facilitated effective partnerships with student organizations and external partners for successful marketing campaigns.
- Integrated data analysis techniques with Python to enhance the accuracy of marketing metrics, improving decision-making efficiency.
- Executed diversity-focused campaigns through digital platforms, leveraging SEO and analytics tools to optimize strategy effectiveness.

### Freelance Marketer | RickStart Marketing | Remote | September 2024 - Present

- Created engaging digital content, including blog articles, Instagram posts, and short videos for TikTok and Instagram, while leveraging advanced analytics tools to optimize audience engagement.
- Streamlined feedback mechanisms to swiftly adapt campaigns to client needs, increasing campaign effectiveness by 20% in three months.
- Plan and execute cost-effective marketing strategies within a given budget.

### Marketing Intern | Romanian American Business Council | NYC | May 2024 - June 2024

- Employed strategic content development and precise post-timing optimization to drive up Romania Day on Broadway's Instagram engagement by 2,000% by initiating influencer partnerships.
- Generated engaging digital content, brochures, and flyers, and enhancing information accessibility.

### Bakery Team Member | DeCicco & Sons | Armonk, NY | March 2024 - September 2024

- Executed customer order processing using POS systems, achieving 100% order accuracy and efficiency.

### Insurance Agent | American Income Life | San Diego, CA | January 2022 - November 2023

- Generated over \$3,000 per month in new policy sales by leveraging advanced consultative selling techniques and employing CRM tools to track prospect interactions and follow-ups effectively.

## EDUCATION

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### AAS, Marketing | SUNY Westchester Community College | Valhalla, NY | 2025 | 3.8 GPA

- Ranked in the Top 5 Marketing Major Students by GPA

## CERTIFICATIONS

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### Introduction to Data Analytics Certificate | IBM | 2024

- Certificate: [www.coursea.org/verify/X3F83DZHHCNE](https://www.coursea.org/verify/X3F83DZHHCNE)
- Gained foundational skills in data analysis to make more informed, evidence-based decisions in marketing strategies.
- Able to build effective dashboards to summarize important data.

### BRAVE Talk | 2024

- Gained skills in identifying signs of mental health distress, using effective communication techniques to engage individuals in need, and connecting them to appropriate resources and support strategies.

## PROJECTS

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### HVDMA Laura L. Smith Scholarship Award | [www.hvdma.org/scholarship](https://www.hvdma.org/scholarship) | December 2024 - December 2024

- Received for demonstrating academic excellence, enthusiasm, professionalism, and potential to add valuable contributions to the marketing industry.

### Volunteer | Hoving Home | [hovinghome.org](https://hovinghome.org) | February 2023 - Present

- Implemented new social media outreach strategy to boost charity awareness.
- Gave a 60-minute motivational presentation to encourage those women on their way to completing the program.
- Financed the purchase of essential food and equipment and cooked a hot meal for all program participants.