

# ASHTON SOTIRO

## Digital Marketing Specialist

### CONTACT

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### PROFILE

Digital marketing extraordinaire with an eye for design and experience in social media management, creative storytelling, and content creation. Well-versed in photography and videography, including event coverage, live music, portraiture, and food.

### EDUCATION

B.S. HOSPITALITY & TOURISM  
MANAGEMENT  
B.S. MARKETING MANAGEMENT  
*Virginia Polytechnic Institute  
and State University,  
Blacksburg, VA  
2015-2019*

### SKILLS

### PROFESSIONAL EXPERIENCE

Adobe Creative Suite

Art Direction

Communication

Marketing Analytics

Microsoft Office

Photography & Videography

Project Management

Social Media Management

Social Media Strategy

Spark Augmented Reality

### AWARDS

CUM LAUDE / 2019 / *Virginia  
Polytechnic Institute and State  
University*

### CERTIFICATIONS

CONTENT MARKETING / 2018 /  
*Hubspot*

#### SOCIAL MEDIA SPECIALIST

*Design Army, Washington, DC / 2019 - Present*

- Manage social media planning, spearhead campaigns, and implement promotional strategies on Instagram, Facebook, LinkedIn, and Twitter.
- Establish attainable marketing goals to grow all channels by attracting new leads, improving original content, and driving organic engagement.
- Track engagement by using social media analytics tools, such as HeyOrca, Iconosquare, and back-end platform analytics.
- Manage day-to-day operations of multiple social media accounts including The Apollo DC, Studio Coworking space, and The Yards DC.

#### MARKETING ADMINISTRATOR

*NoMo SoHo, New York, NY / 2018*

- Managed all digital marketing efforts of the brand to maintain strong social media presence across Instagram and Facebook.
- Developed creative campaigns and collaborations, effectively driving brand awareness and increasing followers by 3,600+.
- Planned and directed internal promotional photoshoots and photographed day-to-day hotel operations.