

Annabella Grace Forziati, MBA

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Professional Summary

Strategic, data-driven, and creative marketing and business development professional with experience leading digital campaigns, analyzing performance, and optimizing operations. Skilled in strategic planning, brand positioning, and cross-functional collaboration. Seeking opportunities to blend analytical insight with creative execution to deliver measurable impact.

Professional Experience

Town of Wakefield, Wakefield, MA (On-Site)

Business Operations Specialist (Contract) | July 2025 – Present

- Partner with senior leadership to refine workflows and implement modernization initiatives that improve efficiency
- Create process documentation and training guides to ensure seamless transitions and knowledge transfer for future employees
- Market open town positions through targeted postings and outreach to strengthen applicant pipelines
- Organize and maintain employee records and databases, streamlining access to key information for leadership
- Identify opportunities to improve operations by reviewing existing processes and recommending enhancements

Mulvena Winston, PC, Stoneham, MA (Hybrid)

Marketing Coordinator (Contract) | October 2024 – Present

- Lead firm marketing strategy from planning through performance analysis
- Develop and manage digital campaigns driving client engagement and new business inquiries
- Launch and grow social media channels, overseeing content creation, scheduling, and audience engagement
- Enhance website UX, SEO, and visibility of legal services through targeted updates
- Track and analyze performance across web, email, and social platforms to refine strategy
- Coordinate ad placements in digital and print, including Massachusetts Lawyers Weekly

Life Time, Peabody, MA (On-Site)

Facility Operations Team Member | April 2022 – April 2025

- Delivered high-quality customer service and resolved member inquiries in a fast-paced environment
- Monitored facility standards and supported cross-departmental operations
- Optimized workflows to improve service delivery and maintain operational standards

Town of Wakefield, Wakefield, MA (On-Site)

Marketing Communications Intern | September 2023 – January 2024

- Designed and executed a community survey (200+ responses) and facilitated focus groups
- Analyzed data and presented findings that secured a grant for additional town resources
- Developed data-driven recommendations adopted into the town's outreach strategy

Funhouse Entertainment, Chicago, IL (Remote)

Fitness Marketing Intern | June 2022 – August 2022

- Researched and built outreach to influencers (10K+ followers) for brand partnerships
- Identified fitness facilities and retail stores for product placement opportunities
- Planned and tracked email campaigns, improving engagement and outreach effectiveness

Education

Endicott College, Beverly, MA — May 2025

Master of Business Administration (MBA), Marketing Specialization | GPA: 3.97

Endicott College, Beverly, MA — May 2024

Bachelor of Science (B.S.) in Marketing Communications & Advertising; Minor: Business Administration

- NCAA Division III & Club Student-Athlete | Study Abroad: Florence University of the Arts, Italy
- Peer Note-Taker | Dean's List | National Student Advertising Competition (NSAC) Team Member

Skills

Marketing & Strategy: Campaign Planning, Audience Segmentation, Brand Positioning, Performance Analysis, Google Ads, Meta Business Suite, HubSpot, Constant Contact

Technical Tools: Salesforce, Canva, Adobe Creative Suite, Google Analytics, Tableau, Excel, Microsoft Office, Google Workspace