

# ANNABELLA GRACE FORZIATI, MBA

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## PROFESSIONAL SUMMARY

Marketing professional blending creativity with strategy to drive engagement and brand growth. Skilled in content development, cross-platform execution, and audience targeting. Known for adaptability, collaboration, and impactful messaging.

## PROFESSIONAL EXPERIENCE

**Mulvena Winston, PC**, Stoneham, MA (Hybrid)

**October 2024 – Present**

*Marketing Coordinator*

- Develop and execute strategic marketing plans to increase client acquisition and retention
- Manage and create content across social media, email, and website platforms
- Design and implement website updates to improve user experience and highlight services
- Create targeted campaigns for niche audiences, including special needs families and young parents
- Produce print advertisements, including a featured placement in *Massachusetts Lawyers Weekly*

**Life Time**, Peabody, MA (On-Site)

**April 2022 – April 2025**

*Facility Operations Team Member*

- Supported operational efficiency by maintaining facility standards and ensuring a clean, organized environment
- Collaborated with cross-functional teams to deliver a high-quality member experience
- Gained insight into brand consistency, customer engagement, and service excellence in a health and wellness setting

**Wakefield Town Hall**, Wakefield, MA (On-Site)

**September 2023 – January 2024**

*Marketing Communications Intern*

- Conducted asset mapping and created a survey on social isolation, collecting 200+ responses
- Facilitated focus groups and analyzed data to identify community needs
- Presented findings and recommendations to town stakeholders to support outreach strategies
- Designed communication materials using storytelling and visual design tools

**Funhouse Entertainment**, Chicago, IL (Remote)

**June 2022 – August 2022**

*Fitness Marketing Intern*

- Supported outreach strategy and campaign planning to grow brand visibility
- Launched email campaigns that increased engagement within wellness-focused segments
- Identified fitness influencers for potential partnerships and collaborations
- Assisted with content planning and social media execution

## 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

## SKILLS

Google Ads, Meta Business Suite, Canva, Adobe Suite, Constant Contact, HubSpot, Google Analytics, Excel, Tableau, Salesforce, Microsoft Office, Google Workspace

## HONORS & ACTIVITIES

Dean's List | NCAA Division III Student-Athlete

Study Abroad: Florence University of the Arts, Italy

National Student Advertising Competition (NSAC) Team Member

Peer Note-Taker, Academic Support Services