

CARLIE HOZZA

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Career Profile

- Self-motivated professional with outstanding leadership, creative, and problem-solving talents that overcome obstacles and get results
 - Excellent interpersonal and business communication skills with the experience needed to teach, collaborate, follow directives, accept feedback, and pivot whenever necessary
 - Inquisitive person who relishes researching, discovering new things, and leveraging them in my work
 - Proven project management skills with the capacity to prioritize, organize, and grow businesses in fast-paced, high-pressured settings
 - Established proofreading skills that consider theme, tone, and content
 - Proficient in MS Office, G Suite, Monday.com, Basecamp, Hootsuite, and Cloud Campaign
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Professional Experience

Freelance Marketing Professional

Philadelphia, PA

Copywriter & Marketing Consultant

1/17- Present

- Hired by a Philadelphia marketing firm to develop concepts, strategic advertising copy, and other copywriting assignments on a wide variety of projects simultaneously.
- Photographed products, collaborated with videographers, and prepped sets for an NYC-based food publication's video content.
- Consulted new and established companies to develop fresh marketing strategies. I established objectives, met their business goals, discovered their target market and audience, and highlighted key profitable products and services.
- Projects include articles, blogs, social media captions, website copy, email campaigns, toolkits, case studies, and sales copy for landing pages.
- Collaborate with a team to deliver updates, test launch pages, organize timelines, and problem-solve.

Mercado Hospitality

New York, NY

Creative Director

5/19- 6/20

- Provided social media management specifically for the restaurant community by writing copy, providing customer service, editing photos, and creating Facebook and Instagram content.
- Worked independently to meet client goals, increase efficiency, and build systems to streamline workflow.
- Directed photoshoots to capture the most enticing images for social media.
- Developed social media strategy to drive revenue through a three-pronged approach: email subscribers, Google listing management, and business pages on Facebook and Instagram.

Innovant

New York, NY

Architectural & Design Marketing Representative

5/14- 11/16

- Responsible for increasing brand recognition through presentations to senior decision-makers.
- Managed social media accounts, including Twitter, LinkedIn, and Facebook.
- Handled multiple priorities simultaneously to coordinate biannual open houses for over 120 industry insiders.

Mohawk Group

New York, NY

Account Executive

4/13- 5/14

- Used excellent client-facing skills to engage designers, dealers, and contractors.
- Leveraged superior organizational skills and attention to detail to create comprehensive product packages for RFPs.
- Taught AIA and IDCEC accredited CEU courses at the world's top architectural firms.

Showroom Sales Specialist

4/11-4/13

- Managed a commercial carpet showroom in New York City and created a positive client experience.
- Cultivated the first social media program for the Mohawk Group by creating and updating multiple national and regional pages.
- Created compelling and concise tools for the national sales force, including color palettes, product guides, and customer presentations.

Volunteer Experience**South Philadelphia Community Fridge**

Philadelphia, PA

Volunteer

5/21-Present

- Clean, stock, and organize the refrigerator and pantry two times a week.
- Coordinate with fellow volunteers for grocery donation deliveries and distribute them to neighbors.

International Interior Design Organization New York Chapter (IIDANY)

New York, NY

Board Member & Chair of Institutional Forum

4/13-7/16

- Planned yearly educational events for a non-profit design organization attended by architects, designers, and industry professionals.
- Gained sponsorships, planned budgets, secured event space, booked catering, and submitted continuing education units.
- Voted on board of the New York City Chapter of IIDA on matters of budget, investments, increasing positive impact on the design community, and building sponsorship funds.

DEX Committee Member

8/14-12/16

- Organized a yearly roundtable event of over 150 attendees that connected design professionals to people outside of the interior design field.
- Implemented and executed a social media strategy that increased Facebook traffic by 290% and gained exposure for the burgeoning committee. Because of the program's success, the IIDA NY chapter used this as a model for future social media campaigns.

CoreNet Global New York City Chapter

New York, NY

Newsletter Committee Member

8/14-12/16

- Contributed impactful and original content to a quarterly commercial real estate publication that highlighted trends in the NYC market.

Education**Fordham University** Bronx, NY*Bachelor of Arts* May 2009

- Major in English with a concentration in Creative Writing
- Minor in Communication & Media Studies