



Juliana Tirone

Digital Marketer + Customer Success + Graphic Design



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Education

Master of Business Administration (MBA)
est. May 2021

BS Marketing +
BS Communication Studies
Aug. 2013 - Dec. 2016
Canisius College
Buffalo, New York

Skills + Capabilities

ADOBE

InDesign
Photoshop
Illustrator
Lightroom
Premiere Pro

SOCIAL MEDIA

Facebook
Facebook Ads
Instagram
Twitter
LinkedIn
YouTube

MICROSOFT

Word
Excel
PowerPoint

PERSONAL

CRM
Customer Success
Customer Service
Public Speaking
Interpersonal Communication
Content Writing
Event Planning
Photography
Videography

SOFTWARE

Square
Sprout Social
Hootsuite
WordPress
MailChimp
Outreach
Zoom Meetings
DiscoverOrg

Job Experience

ALLEYOOP | BUFFALO, NY | *September '19 - Present*

Head of Community Outreach Program

Events Team Coordinator

Sales Team Lead for Trax Retail

- Build and implement sales strategy development
- Managing and encouraging a small team to reach individual sales and goals
- Calling cold leads; conveying the benefits of the project's service and scheduling virtual intro/ demo meetings

STARBUCKS | BUFFALO, NY | *December '16 - Present*

Senior Barista

- Coordinates and oversees Starbucks FoodShare program at Starbucks Location #7799
- Maintains a calm demeanor during periods of high volume or unusual events to keep store operating to standard
- Delivers legendary customer service by acting with a "customer comes first" attitude and connecting on a personal level

Spirit of Starbucks Award Receptient - January 2019

THE BUFFALO NEWS | BUFFALO, NY | *March - August '19**

Digital Campaign Coordinator + Graphic Designer

- Consulted with the client to strategize and execute digital marketing campaigns tailored to their industry and business personality
- Composed effective targeted display strategies to generate meaningful impressions with a 30% click-through rate
- Simultaneously managed 9 companies' social media presence in various industries (28 different accounts)
- Implemented and maintained SEO and SEM strategies
- Designed relevant and eye-catching targeted display ads and social media content and copy

** during budget cuts, my department and position were eliminated*

LLOYD PRODUCTS, Inc. | BUFFALO, NY | *Aug '17 - Nov '18*

Marketing Coordinator + Graphic Designer

- Filmed, edited, and produced 3 - 2 minutes of video content every month for all brands & shared across 3 media accounts
- Created social media content, menus boards, promotional and event material, and internal & external newsletters
- Designed & wrote all SOP content for all food and drink operations
- Planned and organized food truck promotions, themed parties, and other events at the restaurants

Customer Relations Specialist

- Created an Excel Table to analyze customer feedback through multiple categories and entered data
- Collaborated with HR and restaurant management to improve customer service and other feedback categories
- Administered customer feedback and complaints in a timely manner to ensure quality customer service and satisfaction

Volunteer Experience

Camp Good Days and Special Times | Counselor | *2012 - Present*

Bentley's Battle | Organzier + Volunteer | *April - September 2019*