

ALECIA AGUILAR

Event Marketing

Profile

Fashion marketing professional with experience in digital marketing, event planning, and strategic projects, skilled in combining creativity with market insights to achieve results.

Projects

EVENT MARKETING

San Francisco Twin Event

- Executed a six-month multimedia marketing campaign that tripled event attendance compared to the previous year, attracting 19 sets of twins and surpassing participation goals.
- Developed a budget-friendly marketing playbook that leveraged organic engagement strategies, resulting in measurable increases in customer interaction.
- Crafted, wrote, and launched 21 unique Instagram posts that achieved an average engagement rate of 8%, showcasing strong content creation and social media marketing expertise.

EVENT MARKETING

San Francisco Fleet Week - Digital Media Assistant

- Captured a combined amount of 1,296 photos and videos to use for real time and post events curating seven organic video edits, one video having a maximum views of 296,000 views.
 - Produced and published a digital Instagram video recap post that generated 3,262 event engagements by leveraging creative content, audience-focused messaging, and branded visual strategy
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Additional Experience

EVENT PRODUCTION MANAGER

OneVet OneVoice (2023)

AVIATION MAINTENANCE ADMINISTRATOR

Contact

ALECIAAGUILAR.COM

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Education

BACHELOR OF FINE ARTS IN MARKETING

Academy of Art University
San Francisco. 3.5 GPA (2025)

*Selected as BFA Fashion
Student Representative*

Key Skills

TECHNICAL TOOLS

Adobe Photoshop, Premiere Pro, Lightroom, Microsoft Office (Excel, PowerPoint), Keynote, Notion, Zoom, Canva, Google Forms, Google Drive, WeTransfer, Podcastle

MARKETING

Market research, project management, digital marketing, content strategy, data visualization, email marketing, promotional & seasonal campaigns, ambassador management

INTERPERSONAL

Visual communication, community-driven, solution-oriented, adaptable, collaborative, resourceful