



# Caroline Basdakis

## Marketing Professional

I bring three years of a unique and valuable blend of experience in traditional and digital marketing field. I understand social media best practices and pride myself on applying my creative flare to any project I work on. As a former social media junkie, I guarantee I'm always up to date on industry & pop culture trends always striving to keep marketing strategies fresh and engaging.

## Experience

### February 2024 - Current

Yoshinoya America | Torrance, CA

#### Marketing Specialist

### January 2022 - February 2024

#### Marketing Coordinator

- Launched TikTok while solely managing existing IG, FB, Twitter, Linktree. Drove impactful SM campaigns increasing monthly IG followers by 5%, reaching 6%+ engagement (3x industry av.).
- Collaborate closely with creative and media agencies to develop creative and copy for SEM, digital display, paid social, and native ads for Meta and across all 3PD platforms.
- Spearhead community management initiative, partnering with SOCI to manage local search, listings, reputation, and reviews across 15+ online platforms increasing brand trust and delivering excellent & timely customer service while report social listening findings.
- Proactively identified and cultivated impactful relationships with mix of micro and macro influencers in the LA/SoCal food scene. Self-conducted new influencer campaigns including sourcing, outreach, monthly briefs, events, contracts, and invoicing.
- Handle all logistical event planning needs including 8 restaurant grand re-openings and 3 influencer events which include grassroots marketing, travel, social content, vendor coordination & contracts, catering and staffing.
- Capture and analyze SM metrics/insights and best practices for weekly & monthly reports.

### March 2023 - Current

National Young Adult League (YAL) Conference | Orange County, CA

#### Marketing Chair, Executive Committee

- Managed team of 8 interns to support social campaign content, and other marketing collateral across Facebook and Instagram.
- Establish brand look & feel: building brand kit, flyers, invites, outreach creatives, and infographics. Created and managed Linktree, Paperless Post and Canva accounts.
- Worked alongside Greek Orthodox Archdiocese of America on National level to execute social campaigns resulting in 1500+ attendees increasing ticket sales by 10% PY (2023).

### September 2020 - December 2020

Platform Media Group | Los Angeles, CA

#### Social Media Intern

- Curated daily content and copy for over 20 clients, while engaging with online communities.
- Built weekly press outreach lists, wrote pitches to journalists, crafted press releases for client's events, and gathered press clips to support monthly report generation.

### September 2020 - December 2020

Legacy Estates LA | Hollywood Hills, CA

#### Social Media Intern

- Staged lifestyle photo and video shoots to build content library for upscale properties.
- Launched new TikTok and Pinterest channels while managing existing IG.
- Generate, edit, & publish daily, on-trend content to form brand voice and grow following.

## References

### Merari Utria

Marketing Director, Yoshinoya America

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### Andrea Theodore

Cheif Marketing Officer, Orgain

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## Contact

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### Based

Orange County, CA

## Education

2021

### Bachelor of Arts, Public Relations

California State University, Long Beach

## Strengths

- Content Strategy
- Content Creation
- Event Managements
- Insight Tracking
- Industry Trends
- Brand Equity
- Influencer Relations
- Copywriting
- Photoshoot Management

## Skills

Asana

Canva

Microsoft Office Suite

Google Suite

Instagram, TikTok, Facebook

CapCut

SOCI