

Alison Mancuso

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PROFESSIONAL SUMMARY

Enthusiastic and motivated Marketing Strategist with an award-winning background in marketing and psychology. Trusted leader and invaluable teammate with a solid grasp of consumer behavior seeking Brand/Marketing Strategy roles emphasizing 360° campaigns.

WORK HISTORY

Digital Strategist. Los Angeles
The Tangent Agency | 03/2022 - 11/2023

- Notable Campaigns: [League of Legends Championship Series](#): won [2024 Platinum AVA Award](#) for Digital Marketing, developed and managed social content calendar & rollout strategy, attended & ideated assets for content capture day; [Magic Mike's Last Dance](#): helped cultivate social/digital strategy, created trending memetic content
- Produced comprehensive brand strategies and materials for major studios, networks, streamers, and brands, including Universal, WB, Disney, Netflix, Riot, and more
- Crafted digital marketing campaign frameworks with detailed roadmaps and content calendars for various platforms (Facebook, Instagram, Twitter, TikTok, YouTube)
- Collaborated cross-functionally to create compelling request for proposal (RFP) decks for tentpole films, integrating digital, out-of-home (OOH), guerilla, and VR/AR activations to enhance consumer interest
- Authored campaign proposals structured across four phases: immersion and insights, strategy identification, campaign outline, and creative execution
- Drafted precise Scope of Work (SOW) agreements outlining project milestones, reports, deliverables, end products, and timelines for client projects
- Supervised project-specific design teams to ensure approval of all client-facing materials
- Led internal brainstorming sessions and transformed collaborative ideation into client-ready deliverables
- Managed stakeholders, freelancers, and specialists to ensure seamless project execution

Social Strategy Manager. Los Angeles
In Haus | 09/2021 - 03/2022

- Orchestrated the management of TikTok, Facebook, Instagram, and Twitter accounts for five clients concurrently, developing and implementing monthly content calendars featuring precise posting schedules, paid media strategies, adept copywriting, and accompanying creative assets
- Utilized Facebook Manager and Sprout Social to schedule content and executed real-time sharing and boosting activities
- Conducted diligent community management by monitoring and actively engaging with the comment sections of each post, while responding to direct messages on all platforms on a daily basis
- Created compelling social assets using Photoshop and Canva to maintain a consistent and polished online presence
- Generated monthly Analytics Reports for all platforms, meticulously assessing engagement, impressions, follower breakdowns, and trends
- Provided key insights and recommendations to enhance profile reach and overall activity

AWARDS



[Clio Music Silver Award](#)
Copywriter, "This Is Hip-Hop At Fifty" Trailer

SKILLS

- Marketing Strategy
- Digital Strategy
- Brand Development
- Campaign Management
- Team Management
- 360 Marketing Campaigns
- Copywriting
- Social Media Marketing
- Hootsuite
- SharePoint
- Current and Emerging Social Media Platforms
- Microsoft Office
- Google Suite
- Canva
- Photoshop
- Market Research
- Data Analysis
- Competitive Analysis
- Communication Skills
- Thrives Under Pressure

EDUCATION

University of Southern California,
Marshall School of Business
08/2021

Master of Science in Marketing,
specialization in Consumer Behavior

University of Southern California
05/2019

Bachelor of Arts in Psychology

PAST CLIENTS

