



Alicia Gordon

VISUAL COMMUNICATOR

Let's Connect

aliciagordon0219@gmail.com

Pompano Beach, FL

EDUCATION

SEO & Search Marketing Certification

2020 - Digital Marketing Institute

B.A. Studio Arts: Graphic Design

2018 - Florida Atlantic University

B.S. Info. & Comm. Technology

2015 - Florida State University

Licensed Nail Technician

2012 - Margate School of Beauty

CORE SKILLS

- Marketing Strategy & Execution
- Creative Direction & Branding
- Digital & Print Design
 - Adobe Creative Suite
 - Canva
 - Shopify, WIX
- Social Media Campaigns
- CRM and Lead Management
- Event Marketing & Promotion
- Email Marketing & Newsletters
 - Constant Contact
 - MailChimp
 - Send Grid
- Team Training and Leadership
- Adaptability and Balance
- Operations Management

ABOUT ME

Creative and strategic marketing leader with 5+ years of experience directing brand strategy, content creation, and campus engagement across the higher education and beauty/wellness industries. Adept at managing multi-location campaigns, developing cohesive brand identities, and designing visually compelling marketing materials that convert. Expert in Adobe Creative Suite, CRM platforms, and social media strategy. Passionate about building inspiring experiences that drive enrollment and elevate the student journey.

PROFESSIONAL EXPERIENCE

DIRECTOR OF MARKETING

Hollywood Institute and Cortiva Institute - Deerfield Beach, FL (Hybrid)

2020 - Present

- **Leading national marketing efforts** for 10 campus locations, overseeing creative execution, messaging consistency, and campaign performance.
- **Direct brand identity, social media strategy, and design production** across print, digital, and environmental branding.
- **Drive creative direction for events, internal campaigns, and student engagement initiatives** that foster increased enrollment and improved retention.
- **Manage outsourced marketing partners**, ensuring alignment with institutional goals and KPIs.
- **Oversee campus design elements**, including signage, interior branding, and seasonal promotions.

CORPORATE SALON & SPA MANAGER

Hollywood Institute and Cortiva Institute - Pompano Beach, FL (On-Site)

2019 - 2020

- **Managed daily operations of 10+ student-driven spas and salons**, collaborating with major beauty brands
- **Conducted customer service and sales trainings** for front desk and student staff to improve retention and revenue.

INVENTORY COORDINATOR & COLLECTIONS SPECIALIST

Hollywood Institute - Margate, FL (On-Site)

2018 - 2019

- **Streamlined front desk management, implemented inventory control, and optimized student collections.**

NAIL TECHNICIAN

Eden Day Spa and Majesty Day Spa - South Florida (On-Site)

2017 - 2018