

## Terri A. Marascio

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### MARKETING and SOCIAL MEDIA PROMOTIONS MANAGER

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Looking to promote special events and increase attendance and sales for clients through creative social media strategies, promotions, planning, consulting, contests and communications.

Demonstrated success record with:

- Creating marketing copy, graphics and promotional plans that increase sales or attendance for clients
- Social media development, execution and training that grows reach and engagement
- Generating new sales and consistently exceeding sales quotas
- Maintaining high levels of customer retention, service, problem solving and communication

### CORE COMPETENCIES

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|--------------------------|----------------------------|------------------------|
| • Social Media Marketing | • Training/Public Speaking | • Sales                |
| • Digital Marketing      | • Project Management       | • Copy Writing/Editing |
| • E-Mail Marketing       | • Event Promotion          | • Customer Service     |
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### HIGHLIGHTED CAREER ACCOMPLISHMENTS

- **Effective Social Media Marketing** - Launched a 6-week long creative social media campaign for Carolina Speedway that resulted in **50% higher profit** and largest crowd of the season (over 10,000 attendees) all for just \$450 in Facebook advertising.
  - **Consulting and Revenue Generation** - Developed and launched a marketing division of Speedway Benefits that resulted in over **\$100,000 in contracted revenue in less than sixty days**, and provided much needed marketing, social media expertise and consulting to the grassroots motorsports industry.
  - **Ticket Sales** - Hired three weeks prior to an inaugural special event at Fayetteville Motor Speedway. Implemented online ticketing generating over **\$3,000 in advance sales**, achieved the venue's largest crowd in a decade, and provided exposure to over 110,000 people on Facebook, Twitter, online PR and email marketing.
  - **Brick and Mortar Store Growth** – Helped Spay Neuter Charlotte expand to a second location, and Salon 42 open **2<sup>nd</sup> and 3<sup>rd</sup> locations** in under two years through effective marketing consultation and execution.
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### WORK EXPERIENCE

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Speedway Benefits, Charlotte, NC

2013 – 2015

*Director of Communications*

- Launched a start-up company by executing all social media, marketing, PR and communications to sign up over 350 race tracks in just 90 days to this marketing alliance conceived by NASCAR's Humpy Wheeler.
- Promoted special events, conferences and learning workshops that resulted in 125 race tracks in attendance over the course of sixty days.
- Drew largest paid workshop attendance at industry show to my social media speaking engagement.
- Worked closely with Humpy Wheeler, NASCAR and racing personalities and interacted frequently with important business owners, promoters and media outlets

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**Mint Marketing Solutions, Charlotte, NC**

**2010 – 2014**

***President and Founder***

- Launched agency that consulted nearly 30 small business owners in various B2C and B2B industries. Developed marketing plans, executed social media and email campaigns, provided corporate and public relations communications services, and developed and implemented brand standards through web and print.

**James J. Harris YMCA, Charlotte, NC**

***Dance Instructor***

**2002 – Present**

- Developed a curriculum and lesson plan for the Lower Dance School to ensure consistency, efficiency and the best learning experience for youth dance students as well as a guideline for incoming teachers.

***Dance Communication Coordinator***

**2007 – 2014**

- Increased paid attendance for annual six show Nutcracker performance by initiating online ticketing that resulted in 30% more revenue.
- Retained and grew dance registrants, advertisers and special event attendees by at least 25% through increased parent communication, newsletters, video, music, promotional collateral and new programs.
- Coordinated, planned and executed multiple fundraisers and special events

***Dance Camp Coordinator***

**2006 – 2009**

- Increased summer camp registration by 50% in first year (with no marketing budget) by developing and implementing marketing themes and creative advertising
- Trained, scheduled and supervised staff of over seventy-five paid and volunteer counselors

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**PRIOR POSITIONS**

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**Lippi & Co. Advertising Agency**

***Account Executive***

**Citysearch.com**

***Regional Account Manager, Internet Recruiting Solutions***

**La Quinta Inns and Suites**

***Area Sales Manager***

**EDUCATION**

**University of New Hampshire**

Bachelor of Science, *Magna Cum Laude*

Durham, New Hampshire

Hotel Administration

**Working knowledge:** Windows XP-8, Mac OSX, Microsoft Word, Publisher, PowerPoint, Excel, Lightroom 4.0, iPhoto, Windows Movie Maker, Salesforce, WordPress, SquareSpace, QuestionPro, MailChimp, Constant Contact, LeadPages, WooCommerce, WooBox, Google Analytics, Facebook Business Pages, Facebook Power Editor, Twitter, LinkedIn, Pinterest, Google+, YouTube, Flickr, Tumblr

**OTHER ACCOMPLISHMENTS**

Recognition of Service Excellence Award (R.O.S.E.) Award - James J. Harris YMCA

Constant Contact All Star Service Provider for Email Marketing

Published Photographer for *Ballantyne Magazine*