

# LIZZ VENANZI

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## EXECUTIVE SUMMARY

Versatile social media and content strategist with a decade of experience leading organic social, brand messaging, and content ecosystems that scale. Proven success driving audience growth, retention, and revenue for consumer brands, creators, and startups across CPG, B2B, tech, healthcare, and highly regulated industries.

## CORE SKILLS

Brand Strategy & Voice Development  
Digital & Social Media Marketing  
GTM Strategy & Product Messaging  
High-Performing Content Planning & Campaign Execution

Team & Stakeholder Leadership  
Paid Social & Organic Ecosystem  
Content Operations & Editorial Oversight  
Audience Retention & Engagement Strategy

## TECH STACK

*Experienced across major martech, analytics, and content platforms; quick to adapt and lead teams across new tools as needs evolve.*

**CRM & Email:** Salesforce, HubSpot, Klaviyo, Mailchimp, Constant Contact

**Analytics & SEO:** GA4, Meta Insights, Semrush, Google Ads, Yoast

**Social & Creative:** Meta Business Suite, TikTok Business, Loomly, Canva, Sprout, Hootsuite, Agorapulse

**CMS & Content Systems:** WordPress, Cision

**Project Management:** Slack, Monday.com, Trello, Basecamp

## WORK EXPERIENCE:

### YZ PRODUCTIONS, CREATOR: REBECCA ZAMOLO

*Social Media Strategist | Contract (July 2024 - present)*

Leads the social media merchandise marketing strategy for YouTube Creator Rebecca Zamolo (30M+ fanbase), aligning TikTok and Instagram content with ecommerce performance and audience engagement.

- Develops and executes seasonal campaign calendars promoting limited-edition collections for Walmart and [rebeccazamolo.com](https://rebeccazamolo.com), aligned with product drops and brand initiatives.
- Creates platform-specific organic content and paid campaign assets to increase sales, CTR, and follower conversion across Instagram and TikTok during launch cycles.
- Launched an organic social strategy that contributed to a +38% MoM increase in session conversions and helped drive 292K+ sessions during the brand's highest-traffic month.
- Grew Instagram audience by +2,298 followers, boosted external link taps by 28%, and supported Q4 email/CRM campaigns that generated \$22K+ in attributed revenue.

### HOLISTIC INDUSTRIES

## INTERIM SOCIAL MEDIA MANAGER | Oct 2024 – Apr 2025

*Strategic lead across 21 brands in highly regulated markets; managed remote content team and multi-state campaigns.*

- Owned social media across 21 cannabis brands and dispensaries, maintaining consistent engagement and increasing performance by testing new content series.
- Led compliance-first creative for 6 distinct cannabis brands, balancing legal regulations with engagement.
- Built and led a remote creative team across content, design, and compliance — launched 5 high-performing campaigns generating 1,500+ leads
- Aligned product, retail, and brand teams to launch multi-state activations under tight timelines.

## SPARQ DESIGNS, DIGITAL MARKETING AGENCY

ONLINE MARKETING MANAGER → SENIOR ONLINE MARKETING MANAGER, July 2016 - January 2025

*Served as de facto Head of Brand & Content Strategy across 40+ accounts; led \$600K+ in paid media and cross-functional teams driving growth across retail, B2B, healthcare, nonprofit, and consumer brands.*

- Managed \$600K+ paid budget across Meta, TikTok, LinkedIn, and Pinterest.
- Oversaw social media strategy for 40+ client brands
- Reported directly to agency CEO; partnered with growth, product, and design teams.
- Improved lead conversion and engagement by repositioning voice + website content for multiple e-commerce and B2B brands.

- **NOTABLE RESULTS & CAMPAIGNS**

- Drove 30% lead growth via optimized landing page strategy for SoCal dental group
- Generated \$60K in six weeks for a regional restaurant chain through omnichannel holiday campaign (paid, organic, email) promotion
- Ghostwrote long-form content for tech and healthcare clients—10K+ views, 500+ media pickups, 1 Forbes article (16K views)
- Launched The Slowdown, a high-retention LinkedIn newsletter (354+ subs, 19 issues)
- Created high-conversion live content series, tripling followers and driving monthly consults for a plastic surgery group
- Built SEO blog series for a global consultancy that continues to rank on Page 1 for niche terms

## PASCALE COMMUNICATIONS, PR & COMMUNICATIONS FIRM

*Social Media Manager, August 2017 - September 2018*

- Developed compliant social strategies for healthcare brands navigating FDA and HIPAA limitations.
- Built digital voice for a world-renowned ophthalmologist, driving peak social engagement during the AAO Conference.
- Monitored brand sentiment and surfaced proactive engagement opportunities through social listening.

## CBS RADIO (NOW AUDACY)

*Promotions Assistant, May 2015-August 2015 (internship), May 2016-July 2017 (part-time)*

- Produced real-time content for on-air radio and digital activations during concerts and local events for 100.7 Star Top 40, 107.9 Y108 Country Radio, Kdka 1020 AM News Radio, and 93.7 The Fan Sports Radio.
- Supported multi-brand programming across pop, country, sports, and news formats.

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## EDUCATION

**Westminster College**, New Wilmington, PA — *Bachelor of Arts: Public Relations*

AUGUST 2012 - MAY 2016

**Westminster College**, New Wilmington, PA — *Bachelor of Arts: English Literature*

AUGUST 2012 - MAY 2016