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# Evan Didia

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Staten Island, NY

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## EDUCATION

ST. JOHN'S UNIVERSITY, STATEN ISLAND, NY — B.S. COMMUNICATION ARTS, 2021

## EXPERIENCE

### MARKETING AND SOCIAL MEDIA MANAGER

2019-PRESENT

MODERN ACUPUNCTURE FRANCHISE, STATEN ISLAND, NY

- Gather and organize information to plan advertising campaigns.
- Plan and prepare advertising and social media material to increase sales of services.
- Generate, edit, publish and share engaging paid content daily across social media platforms.
- Suggest and implement new promotions, features and campaigns to develop brand awareness.
- Prepare and negotiate advertising and sales contracts.
- Monitor and analyze sales promotion results to determine cost effectiveness of promotion campaigns.

### LEAD ZEN ADVISOR

2019-PRESENT

MODERN ACUPUNCTURE FRANCHISE, STATEN ISLAND, NY

- Manage incoming and outgoing clinic phone calls and e-mails as well as set appointments.
- Sell acupuncture plans and packages while meeting monthly sales goals.
- Hire and train new employees.
- Maintain and manage payroll.
- Address and resolve any patient concerns.
- Facilitated in Grand Opening of first location in New York.

### GUEST SERVICE ASSOCIATE

2018-2019

EUROPEAN WAX CENTER FRANCHISE, STATEN ISLAND, NY

- Scheduled and confirmed guest reservations.
- Met monthly sales goals selling products, services and packages.
- Established guest relationships and surpassed guest expectations.
- Maintained client databases.
- Recorded guest comments or complaints, referring customers to managers as necessary.

### WELLNESS ASSOCIATE

2017-2018

MASSAGE ENVY FRANCHISE, STATEN ISLAND, NY

- Scheduled guest appointments.
- Provided customer service to members and guests.
- Sold products, services, and memberships.
- Maintained records of client needs and preferences and the services provided.
- Inventoried products and ordered new supplies.
- Participated in continuing education classes to maintain current knowledge of industry.

## SKILLS

- Proficient in Microsoft Word, Excel, PowerPoint.
- Knowledge of Google AdWords, Analytics and
- Paid Social Media Campaigns.
- Knowledge of CRM Platforms.
- Proficient in Canva.
- Proficient in all Social Media platforms.

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