

Victoria Interiano

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PROFESSIONAL SUMMARY

Marketing professional with a user-focused approach to executing end-to-end go-to-market (GTM) strategies and performance marketing programs for global brands and Google directly. Proven track record scaling performance marketing against ROAS and KPI targets, deriving user insights from consumer data, and building executive-ready client narratives under ambiguity and tight timelines.

PROFESSIONAL EXPERIENCE

Associate Producer | RGI Events | Alexandria, VA | December 2025 – May 2026

- Delivered a 50% profit margin on a \$600K corporate event budget for high-profile clients including AstraZeneca by managing real-time resource allocation within a structured internal cost framework.
- Secured 100% stakeholder buy-in across 5+ major campaigns for clients including TekSynap and L'Oréal by authoring strategic pitch decks and briefing materials, while serving as primary liaison and leading weekly briefings for AstraZeneca and federal accounts.
- Retained 100% of assigned client accounts, including AstraZeneca and federal partners, by delivering consistent cross-functional execution and proactive stakeholder communication.
- Aligned National Park Service, corporate sponsors, and vendor teams for the National Cherry Blossom Festival (1.5M+ attendees) by coordinating multi-agency logistics and partner communications.

Social Media Producer & Creative Strategist | Freelance | Remote | November 2022 - December 2025

- Accelerated organic-to-paid campaign scaling 180% across 10+ global beauty and lifestyle brands, including Victoria's Secret and Glossier, by directing end-to-end paid social strategy across Meta, TikTok, and Pinterest against target ROAS goals.
- Generated an 11.79% average engagement rate (3x industry benchmark) across a portfolio of 10+ accounts by analyzing consumer drop-off analytics and optimizing content for search visibility.
- Improved organic search rankings for 5+ retained clients by conducting SEO/AEO audits and implementing keyword strategy and website architecture restructuring. Partnered with client teams to test and scale ad creative and messaging, using performance data to iterate on campaign strategy and improve ROAS.

Field Marketer (Contract) | Uber Eats (Intern Queens) | New York, NY | January 2025 - March 2025

- Accelerated trackable app downloads and user acquisition across high-foot-traffic university zones by directing localized field marketing activations and pitching targeted Uber Eats promotions.
- Derived actionable user insights from daily consumer feedback by tracking and synthesizing on-the-ground data, pivoting localized engagement strategy in real time while maintaining 100% compliance with corporate brand guidelines.
- Managed on-site promotional material inventory and pop-up asset staging, ensuring 100% compliance with corporate premium brand guidelines and tracking daily consumer feedback for corporate stakeholders.

Associate Producer & Ignite Coordinator (Contract) | George P. Johnson, Inc. | New York, NY | March 2024 - December 2024

- Delivered 5+ global corporate events integrating 10+ vendors and a 50-person team by directing end-to-end experiential production, managing budgets over \$500K to achieve a 10% reduction in overruns.
- Optimized GTM plans and campaign delivery timelines for Google and YouTube NYC leadership by auditing and standardizing project documentation and live-show asset workflows.
- Ensured zero-fail execution across high-security onsite programming for Google leadership and the Google Security Summit by managing confidential executive schedules and maintaining 100% metadata accuracy across hundreds of technical sessions (NORAM, EMEA, JAPAC).
- Delivered enterprise events for 20,000+ attendees each across 5+ global engagements, consistently earning strong post-event feedback from clients and stakeholders.

PR & Influencer Strategy Intern | Erin Kelly PR | New York, NY May 2022 – May 2023

- Drove a 100% increase in brand mentions for influencer initiatives (e.g., Manucurist) by managing end-to-end PR and influencer campaign timelines.
- Increased event attendance 25% by partnering cross-functionally on event logistics and client/influencer communications, ensuring alignment on go-to-market deliverables.
- Maximized client visibility across media placements by developing and distributing customized PR materials, serving as a key stakeholder in brand-alignment review and asset delivery..

AREAS OF EXPERTISE

- **Performance Marketing:** Meta/TikTok/Pinterest Ads, Campaign Strategy & Optimization, ROAS Goal Achievement, Customer Acquisition, CRO
- **GTM & Program Management:** GTM Calendar Management, Cross-Functional Alignment, Milestone Tracking, Risk Mitigation, Stakeholder Management
- **Data & Analytics:** KPI Analysis, Attribution Models, Campaign Reporting
- **AI & Productivity Tools:** Gemini, Claude, Figma, Notion, Asana, Google Workspace, Adobe Creative Suite, Airtable, Canva

EDUCATION & CERTIFICATIONS

Bachelor of Arts, Business of Creative Enterprises | Emerson College | Boston, MA | January 2020 – May 2023

Relevant Coursework: Consumer Behavior, Digital Marketing Strategy, Influencer Marketing, Entertainment PR

Isabel Sanford LA Scholarship Recipient

Certifications: Google: Foundations of Project Management - **Sprinklr Pro:** Community, Campaign & Social Analyst - **HubSpot:** Social Media, Content Marketing & SEO - **Inside LVMH:** Creation & Branding, Retail & Client Experience

AWARDS & LEADERSHIP

- **Aesthetic Executive Producer Award** | Highest leadership honor for the 41st EVVY Awards; recognized for excellence in department management and operational strategy.
- **Telly Award Nominee** | Recognized for production excellence and talent management on the 41st EVVY Awards global broadcast entry.
- **Outstanding Scenic Design** | EVVY Award recipient for creative direction of the 'Lea Nue' Music Video production.
- **Captain, Collegiate Cheerleading** (3 Years) | Led talent selection and team development
- **CrossFit/Hyrox/Gymnastics Athlete & Coach** (10+ Years) | Coached athletes in performance, discipline, and skill development.