

# KaliVictoria Wilson

## Brand Marketing Coordinator

---

Hackensack, NJ

201-212-9157  
kalivictoriawilson@gmail.com

---

Nova Southeastern University  
**Bachelor of Arts:**  
**Communication | Digital Media**  
Fort Lauderdale, Florida

**Skills:** Basecamp | Dash Hudson | Content Writing | Bitly | CapCut | Premiere Pro | Photoshop | Bridge | Lightroom | IOS ProCreate | Microsoft Suite | Google Suite | Modular Website Creation and Maintenance (Wix, SquareSpace, WordPress) | Market Research | Social Media |

---

### Experience:

#### **Brand Marketing Coordinator** - Maesa LLC

April 2023 - PRESENT, New York, New York

- Create briefs for emerging brand concepts and 360 campaigns.
- Advance audience development strategies.
- Work closely with internal design studio on artwork processes, including asset routing, asset creation, proofreading, ensuring brand likeness, social media content, and commercial and reactive collateral.
- Manage, organize and create internal systems to optimize scheduling, streamline communication and facilitate product shipments for cross-functional teams and departments, external agencies, partners and vendors.
- Conduct market research and track industry trends to identify new product opportunities suitable across brands.
- Participate in brainstormings for brand names, product innovation, market strategy and campaigns.
- Participate in client meetings, take notes and manage key takeaways.
- Optimize, content write, edit, and maintain brand/product information and visuals across brand and retailer .coms

#### **Editorial Assistant** - BOLD Magazine

November 2022 - March 2022, New York, New York (Remote)

- Design, illustrate and develop graphics for magazine spreads and social media.
- Research and write articles, features and fashion trends for magazine content.
- Interview magazine talent with global reach.

#### **Social Media Assistant** - Nova Southeastern University

August 2021 - May 2022, Fort Lauderdale, Florida

- Create digital campaigns to engage prospective students.
- Proofread, edit and schedule internal leadership documents.
- Create and schedule social media content across various platforms (Twitter, LinkedIn, Instagram, TikTok, Facebook).
- Document live events via photography, film and video editing.

Online Portfolio: [kvs.wilson.info](https://kvs.wilson.info)