

Ava Radosevich

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[Portfolio](#)

Experience

Kaylila Creative

Remote

Social Media Strategist

04/2026 – Present

- Execute integrated brand, social, and content strategies aligned with business growth objectives, driving measurable gains in brand awareness, engagement, and conversions.
- Manage multi-channel marketing campaigns, analyze performance, and optimize strategy using data-driven insights.
- Support brand development and rebranding initiatives, ensuring consistent messaging and positioning across digital customer touchpoints.

Take Paws Rescue

New Orleans, LA/Remote

Social Media Marketing Strategist

09/2025 – Present

- Generated 9.3M+ views in 90 days by leading integrated Meta marketing campaigns across Instagram and Facebook.
- Scaled Facebook performance to 5.5M+ views and 703K+ unique viewers, driving sustained audience growth.
- Increased Instagram reach 164.6% and engagement 67.8%, boosting non-follower discovery by 227%.
- Drove 95K+ interactions, 10.5K link clicks, and 37.5% follower growth through data-driven campaign optimization.

Solverein, Inc

Remote

Marketing Intern

11/2025 – 04/2026

- Executed integrated marketing campaigns across video, web, and social media, strengthening brand positioning and audience engagement.
- Developed a performance-driven content strategy and 30-day campaign pipeline while producing SEO-optimized marketing content.
- Increased Instagram reach 109.5%, Facebook reach 148.9%, and LinkedIn impressions 102.8% through cross-channel optimization.

Club Pilates

New Orleans, LA

General Manager / Marketing & Event Coordinator

04/2021 – 11/2025

- Promoted from Sales Associate to Studio Manager & Event Coordinator to General Manager, increasing responsibility across business operations, partnerships, marketing, and team leadership.
- Directed operations for a 600-member studio, leading a team of 30+ employees while driving 18.37% and 24.23% year-over-year revenue growth.
- Planned and executed 17 sold-out experiential marketing events, managing vendor coordination, partnerships, merchandise strategy, and onsite event logistics.
- Built and activated 25+ strategic partnerships with hospitality, wellness, lifestyle, and community organizations to expand local brand awareness and engagement.
- Led integrated marketing campaigns generating 1.45M+ views and 94% engagement growth across Meta platforms.

Founder & Brand Strategist

South Florida/New Orleans, LA

Ava Faith / Uncle Jessica

02/2013 – Present

- Built and scaled artist-led brands through live events, strategic partnerships, content marketing, and audience development.
- Developed integrated marketing campaigns promoting original music, live performances, and branded collaborations.
- Managed bookings, venue relationships, partnerships, and event promotions, contributing to sold-out shows, four-figure event revenue, and expanded festival opportunities.

Education

Loyola University New Orleans	New Orleans, LA
Bachelor of Science in Popular Commercial Music with Honors <i>Summa Cum Laude</i>	05/2026
Penn State University - Smeal College of Business	Remote
<i>Master of Marketing in Marketing Analytics and Insights</i>	Expected 2028

Licenses & certifications

Email Marketing Certified
HubSpot Academy

Skills

- **Technical:** Microsoft 365, Canva, CapCut
- **Professional Skills:** Brand Partnerships, Experiential Marketing, Event Planning & Execution, Community Marketing, Brand Strategy, Business Operations, Vendor Management, Stakeholder Relations, Cross-Functional Collaboration, Campaign Execution, Project Management, Team Leadership, Analytics & Reporting, Negotiation