

ACACIA K. LALLOTIS

alaliotis@sdsu.edu | 951-553-1790 | San Diego, CA 92114

SKILLS

- Social Media Management
- Digital Marketing
- Leadership
- Hubspot
- Canvas
- Public Relations
- Communication
- Brand Advocacy
- Google Analytics
- Adobe Premiere Pro

PROFESSIONAL SUMMARY

Seasoned Social Media Educator and Marketing Specialist offering over five years of experience in media management and content creation. Fantastic relationship building skills with extensive expertise in communicating brand authenticity.

WORK HISTORY

Aug 2021 - Current

Lecturer/Graduate Teaching Associate

School of Journalism and Media Studies (SDSU) - San Diego, CA

- Instruct 4-6 sections each semester of JMS-210 (Social Media in the Digital Age), advising students on their career goals within the media industry by critiquing media portfolios, resumes, and LinkedIn pages.
- Curate lectures from a standpoint of corporate social responsibility (CSR) being a driving force behind creating content that resonates with its desired audience.
- Evaluate student progress through regular assessments, providing detailed feedback for improvement and growth.
- Develop strong relationships with colleagues by collaborating on curriculum development and sharing best practices in teaching strategies.

Dec 2021 - Sep 2022

Media Specialist

SDSU Pre-College Institute - San Diego, CA

- Engaged with alumni and students on Instagram, LinkedIn, and Facebook, raising awareness of college access and completion efforts.
- Stimulated the rebranding of employee communication and marketing materials with SDSU's total rebranding project (SDSU's Quasquicentennial).
- Implemented search engine optimization techniques to improve website traffic and visibility.
- Trained social media administrators on audience research and brand voice.

Jan 2021 - Sep 2021

Media Specialist

SD Tattoo LLC - San Diego, CA

- Developed multimedia assets including videos and social media graphics.
- Increased engagement on Instagram by 120%.
- Developed creative approaches to video production to create unique and engaging content.
- Collaborated with other production team members for successful completion of projects.

May 2019 - Jan 2021

Point TV Station Manager

Point Loma Nazarene University - San Diego, CA

- Assisted in leading an advanced television production course alongside the department advisor, providing live critiques on student films.

Apr 2018 - Dec 2019

Technical Assistant

Point Loma Nazarene University - San Diego, CA

- Participated on the media advisory board by tracking media budget, bookkeeping, and community service hours.
- Organized 2 media screening events, increasing awareness of Christian, independent film creators.
- Provided mentorship opportunities within the station to promote employee growth.
- Educated students on proper usage and maintenance practices for their production equipment.
- Maintained a safe and clean work environment, contributing to overall team productivity.
- Contributed vital expertise in utilizing software tools such as Adobe Premiere Pro and Adobe Audition.

Feb 2019 - Aug 2019

Media Intern

Pink Icing - Temecula, CA

- Enhanced brand visibility by creating engaging content for social media platforms.
- Maintained updated media contact lists, fostering strong relationships with industry professionals and influencers.
- Secured media coverage through targeted press releases and strategic pitching efforts.

Jun 2017 - Aug 2017

Featured Photographer

Dayflash - Remote

- Captured stunning images by utilizing various lighting techniques and creative compositions.
- Inspired the initial community of users by posting 2-3 times a day, encouraging engagements through likes and comments.
- Reported analytics to CEO, ensuring strategic planning.

Jun 2016 - Jun 2017

Media Intern

Baby Bubbles Biz - San Diego, CA

- Created promotional materials and provided insightful information to social media, websites and print media to educate the public.
- Maintained and updated media contact lists and databases for ease of access.
- Managed multiple social media accounts simultaneously, maintaining consistent voice and message across platforms.

Aug 2013 - Aug 2014

Radio Announcer

Big Giant Media - Temecula, CA

- Built broadcast storylines to interest listeners and grow station audience.
- Facilitated promotional appearances within the city on behalf of station and to increase awareness.
- Delivered exceptional programming to audience members by always researching events, guests, and programs thoroughly.

EDUCATION

May 2023

Master of Arts: Mass Communication

San Diego State University | San Diego, CA

- Professional Development: Graduate Teaching Associate for JMS 484 (Media Law & Ethics) & JMS 210 (Social Media in the Digital Age)

Jun 2021

Bachelor of Arts: Media Communication (emphasis in Production)

Point Loma Nazarene University | San Diego, CA

- Dean's List Fall 2017-May 2021
- Study Abroad: Madrid, Spain