



ALIANA PLATT

Content Marketing Professional

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📧 @alianaplatt

plattmktg.com

BRAND DIRECTOR

HEIRLOOM RESTAURANT GROUP | PROVO, UT | OCTOBER 2024- PRESENT

- Led the creation and implementation of comprehensive brand guidelines for 10+ clients, ensuring consistent visual identity, tone, and messaging across all public-facing platforms.
- Directed cross-channel content strategy and execution, resulting in a sustained average 56% open rate and 1.7% click-through rate across all brands.
- Oversaw creative development and approval for digital and printed assets, elevating design and copy to boost engagement while upholding brand integrity.
- Engineered custom AI-powered tools to analyze and optimize subject lines, CTAs, and copywriting.

CONTENT MANAGER

SUBTLE DUST | LEHI, UT | JUNE 2024- PRESENT

- Achieved a 47% open rate and 2.5% click rate YTD across email campaigns.
- Increased Pinterest engagement by 11%, impressions by 8%, and saves by 18% in the last 90 days.
- Crafted compelling ad and social content, driving a 4x ROAS on Meta Ads.
- Tracked trends and managed content calendar, ensuring seamless team deliverables across Instagram, Pinterest, TikTok, and email.

GRAPHIC DESIGNER (3 MONTH CONTRACT)

CORDS CLUB | AMERICAN FORK, UT | DECEMBER 2024- FEBRUARY 2025

- Designed six high-converting emails for the February Valentine's launch using Klaviyo.
- Revamped brand automations, optimizing the welcome email and abandoned cart flow, leading to improved customer retention and conversion rates.
- Executed and wrote engaging copy for emails and social posts, increasing audience engagement and brand visibility.

CUSTOMER EXPERIENCE + SOCIAL ENGAGEMENT (HOLIDAY)

SONDERHAUS | AMERICAN FORK, UT | OCTOBER 2024- JANUARY 2025

ASSISTANT STORE MANAGER

FREE PEOPLE | RIVERTON, UT | FEBRUARY 2023 - OCTOBER 2024

CLINICAL SUPPORT + PRE-DOCTORAL PREPARATION

UNIVERSITY OF UTAH HOSPITAL | SALT LAKE CITY, UT | JANUARY 2022- FEBRUARY 2023

MARKETING DESIGN INTERN

NARROW LEDGE PUBLISHING | WEST ORANGE, NJ | SEPTEMBER 2019- OCTOBER 2020

About Me

Marketing leader with 5+ years of experience driving brand growth through strategy, storytelling, and digital innovation. Known for clear direction, cross-channel performance, and fostering collaboration, blending creative thinking with data-driven execution to build brands that inspire lasting loyalty.

Skills

Adobe Creative Suite
Canva
Content Creation
Email Marketing
Figma
Google Analytics
Klaviyo
Go High Level
Meta Business Suite
Office 365
Social Media
Monday

Education

Bachelor of Science,
University of Delaware
December 2021