

Tania Acosta

tania.acosta613@gmail.com | 401-442-0007 | [LinkedIn](#) | [Portfolio](#)

EDUCATION

Roger Williams University | Mario J. Gabelli School of Business (AACSB Accredited) Bristol, RI
Bachelor of Science in Marketing | Minor in Creative Writing | GPA: 3.8 May 2024

- **Awards/Honors:** AAF NSAC District Competition Winner, AAF MPMS Class 24', Dean's List: Fall 2020 – Spring 2024, Beta Gamma Sigma Member, RWU Honors Program

EXPERIENCE

Superdigital Remote
Freelance Associate Strategist April 2025- June 2025

- Authored and presented the Father's Day brief for Panasonic Personal Care; 2 concepts were selected for production
- Built Pace Salsa's foundational social playbook from scratch by conducting a competitive audit and identifying whitespace opportunities
- Conducted qualitative and social research that informed strategic direction for two new business pitches
- Developed insight-driven concepts for Panasonic Kitchen; 1 concept was selected and produced

Strategy & Analytics Intern February 2025- April 2025

- Synthesized Microsoft social performance data via Sprinklr into strategic recommendations for monthly business reviews
- Launched an inaugural quarterly cultural insights newsletter, distilling trend signals into actionable implications for Microsoft stakeholders
- Co-authored a white paper on LinkedIn's evolving professionalism that shaped internal platform strategy POV development

FCB NY New York, NY
Strategy Intern June 2024- August 2024

- Led strategy development for a speculative campaign for The Real Cost, presented to senior leadership
- Conducted a competitive audit of QuickBooks that shaped messaging and positioning recommendations
- Synthesized themes from Cannes Lions-winning campaigns to inform internal strategic thinking

Mitchell International Remote
Product Marketing Intern August 2023- May 2024

- Researched social, podcast, and email channels to identify audience engagement opportunities and refine positioning narratives
- Designed trade show and sales enablement presentations that strengthened product storytelling
- Drove adoption of Airtable across the department by creating onboarding resources and leading training sessions

Mario J. Gabelli School of Business Bristol, RI
Advertising Campaigns Research Course September 2023- April 2024

- Co-developed the strategic foundation for our university's Tide campaign entry in the National Student Advertising Competition through primary and secondary research
- Contributed to a campaign that won the AAF District 1 competition and advanced to semi-finals

SKILLS

Research Tools: Sprinklr, GWI, Sprout Social, MRI-Simmons, Excel

Marketing Platforms: Airtable, Pardot, HubSpot, Canva

Languages: English and Spanish (native)