

Fabiana Acosta

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Brand coordinator with a passion for storytelling, turning Broadway tours, concerts, and comedy shows into content audiences want to see. Building authentic brand voices for two Richmond live entertainment venues through social strategy, influencer partnerships, paid campaigns, and day-of-show coverage.

Education

Virginia Commonwealth University

2019 - 2023

BS in Creative Advertising

Professional Experience

Altria Theater & Dominion Energy Center, Brand Coordinator

April 2024 - Present

Richmond, VA

- Manage social presence for Altria Theater (grew Instagram from 11K to 27K, +136 %; 53K Facebook, 2K TikTok) and Dominion Energy Center (7.6K Instagram, 12K Facebook, 643 TikTok).
- Curate LinkedIn content for both venues, sharing private event promotions and recaps, organizational updates and venue award nominations to engage clients and industry partners.
- Own multimedia content strategy including short form video, photography, graphics, and copy.
- Run Meta and TikTok paid campaigns per show.
- Build and maintain content calendars aligned with programming priorities and business goals.
- Partner with marketing, premium sales, and venue leadership to align social strategy with organizational initiatives.
- Lead 40+ influencer partnerships annually, including The Richmond Experience spanning posts and event recap.
- Deliver real time social coverage for 1–3 shows monthly, capturing organic content that drives engagement.
- Research and source local artist gifts, then create social content around gifting moments that often earns artist reshares, comments, and direct engagement.
- Research competing venues' social strategies and upcoming show bookings to benchmark performance and identify new content opportunities.
- Analyze performance metrics and platform insights to refine social media strategy per month.
- Track social trends, platform updates, and cultural moments to surface content opportunities.
- Grow community engagement by responding to comments, DMs, and interactive content.

Anthropologie, Key Holder

October 2023 - June 2024

Alexandria, VA

- Created styled photo shoots for the employee website, supporting visual storytelling and brand consistency.
- Supported store leadership with daily operations, team management, customer experience, and visual merchandising directives.
- Tracked and reported on store KPIs related to sales performance and customer engagement.

Awards

Event Venue Marketing Conference

Social Media Campaign/Content Series of The Year

2025

Let's Get Shucked - Altria Theater

ASM Global & Legends

Social Media Star Award for Altria Theater

2025

Key Skills

- Short-form video production
- Photography
- Copywriting, Brand Voice
- Content strategy
- Canva/Sprout Social/Sprinklr
- Influencer/Community Partnerships
- Performance analytics reporting
- TikTok, Meta Ads Manager
- Proficient in Spanish