

Fabiana Acosta

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Passionate about Social Media and Storytelling, Fabiana infuses authenticity into a brand's voice. She generates fresh content, integrating each venue's needs while embracing diversity and originality in every project. A true city enthusiast, Fabiana thrives in a fast-paced environment, gathering inspiration from her local community.

Awards

ASM Global & Legends Global

Social Media Star Award for Altria Theater 2025

Event Venue Marketing Conference

Social Media Campaign/Content Series of The Year 2025
Let's Get Shucked - Altria Theater

Professional Experience

Legends Global Richmond - Altria Theater and Dominion Energy Center

Brand Coordinator April 2024 - Present

- Manage brand voice and social media presence across Instagram, TikTok, and Facebook for two high-profile live entertainment venues
- Grew Altria Theater's Instagram audience from 11K to 20.9K followers through trend-driven content
- Plan, create, edit, and publish multimedia content including short-form video, photography, graphics, and copy
- Execute paid social campaigns, supporting event promotion and ticket sales initiatives
- Maintain and update venue-specific content calendars aligned with programming priorities and organizational goals
- Collaborate with marketing, sales, and venue leadership teams to align social content with strategic initiatives
- Lead influencer and community partnerships to extend reach and enhance brand affinity
- Assist with execution and coordination of backstage hospitality and artist gifting activations
- Provide day-of-show social coverage to capture real-time, organic content and drive audience engagement
- Monitor performance metrics and platform insights to inform content strategy and optimize results
- Stay current on social media trends, platform updates, and cultural moments to surface timely content opportunities
- Actively engage with followers through comments, DMs, and interactive content to foster community

Anthropologie

Keyholder October 2023 - June 2024

- 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

The Beet Box

Marketing Intern November 2022 - May 2023

- Managed monthly social content and created photo and video assets to promote new merchandise, pop-up events, and in-store promotions across social, event marketing, and in-store signage
- Assisted with content planning and execution across digital platforms

Key Skills

- Adobe Creative Suite
- Attention to detail
- Integrated Marketing Campaigns
- Content Creation
- Canva
- CapCut
- Paid Meta & TikTok Ads
- Sprout/Sprinkr/Hootsuite
- Influencer Partnerships

Education

Virginia Commonwealth University

2019 - 2023

BS in Creative Advertising