

Fabiana Acosta

571-234-9096 · acostafab.a@gmail.com · fabianaacosta.com

Passionate about Social Media and Storytelling, Fabiana infuses authenticity into a brand's voice. She generates fresh content, integrating each brand'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.

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 24.1K followers through community and 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

October 2023 - June 2024

Keyholder

- 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

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

Key Skills

- Adobe Creative Suite
- Content Creation
- Integrated Marketing Campaigns
- Copywriting
- Canva/Capcut
- Influencer/Community Partnerships
- Paid Meta & TikTok Ads
- Sprout/Sprinkr
- Proficient in Spanish

Education

Virginia Commonwealth University

2019 - 2023

BS in Creative Advertising