




# AIDEE FRESCAS

Marketing Director | Social Media Strategist

 210-872-2122  
 aidee@aideefrescas.com  
 @aideefrescas

## STORY

I'm a tireless and dedicated social media advocate, content creator, and blogger. It is my desire to work with companies that want to connect with their customers, start a conversation, engage and discover what they think, what they want, and how to better build relationships with them. All great brands do this. I help make this happen.

## EXPERIENCE

<b>DIRECTOR OF MARKETING</b> Yoga 4 Change, Jacksonville, FL	<b>2014 - NOW</b>
<b>YOGA TEACHER &amp; THERAPIST</b> Independent, Jacksonville, FL	<b>2010 - 2014</b>
<b>TRANSPORTATION LOGISTICS &amp; TRACKING</b> Momentum / Landstar Trucking Logistics Company	<b>2009 - 2013</b>
<b>DIGITAL RELATIONS MANAGER</b> Magellan Transportation Logistics	<b>2007 - 2009</b>
<b>EVENT MANAGER</b> Pro-Care Spine and Medical Center	<b>1998 - 2007</b>

## EDUCATION

**Abhinam Yoga School**  
500 hour Yoga Teacher Certification (RYT 500)  
Dharamshala, India, 2014

**High Point University**  
Bachelor of Science in Business Administration: Marketing Concentration

 MY NAME IS **AIDEE** AS IN EYE & DAY

## SKILLS

- + Social Media Strategy
- + Facebook, Tweeter, Instagram and Pinterest
- + Market Researcher  
Budget Creator
- + Plan Community Events
- + Image creation
- + Organized
- + Focused
- + Finger on the pulse of new online technologies and social media
- + Photoshop
- + Pixalimator
- + Basic Word Press development

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## MISCELLANY

- + Yoga teacher
- +Fluent in Spanish
- + Spontaneous dancing
- + World traveler
- + Karaoke obsessed

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I LIVE ONLINE AT  
**AIDEEFRESCAS.COM**