

# RILEE MACALUSO

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Pueblo, CO

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## EDUCATION

University of Sussex—  
MSc Marketing &  
Consumer Psychology

Linfield College—  
B.A. Mass  
Communication &  
Psychology

## SKILLS

Adobe Creative Suite;  
Microsoft Office;  
Quantitative Analysis;  
Interpersonal  
Communication;  
Problem-Solving;  
Google Analytics + SEO;  
Retail Sales

## AWARDS

Ploog-Tieleman  
Psychology Research  
Award Recipient 2020,  
Linfield College

## OBJECTIVE

Dynamic and results-oriented professional with a background in marketing, research, and data-analysis, eager to leverage strong technical acumen and problem-solving skills within the communications field.

## WORK EXPERIENCE

### Operations Assistant (Seasonal), Fidelis Accounting; Pueblo, CO — Feb - April '24

- Provided comprehensive administrative support to enhance operational efficiency and facilitate communication within the organization
- Assisted with logistics, organizing materials, and maintaining documentation for ongoing projects
- Contributed to brand recognition by executing the logo creation process from concept to final design

### Brand Ambassador, Big Bear Wine & Liquor; Pueblo, CO — Nov '22-Dec '23

- Devised and implemented strategies aimed at increasing sales of store-branded wines and spirits, leveraging digital marketing trends and marketing basics
- Cultivated key relationships with community members, vendors and stakeholders
- Developed educational training process to enhance staff knowledge of store-branded wines and spirits, fostering a deeper understanding of product features and benefits

### Optical Sales, Rocky Mountain Eye Center; Pueblo, CO — Oct '20-Aug '21

- Provided personalized eyewear consultations, leveraging healthcare knowledge to address customers' vision needs effectively
- Demonstrated expertise in optical products and services, assisting clients in selecting appropriate eyewear
- Exceeded monthly sales quota of \$2.5k while maintaining a focus on promoting eye health and enhancing the overall well-being of customers

### Website Manager, Peer Body Project; Linfield College — Aug '19- May '20

- Managed website content and promotional materials to promote Body Project sessions and increase engagement
- Developed content to be regularly uploaded to Wix platform
- Distributed promotional material across various channels to increase traffic

### Website Content Specialist Intern, FareHarbor; Denver, CO — June- Aug '19

- Implemented strategic rebranding initiatives to elevate client image and enhance brand identity through compelling website content and design enhancements
- Collaborated with clients and other departments to create and manage websites on WordPress, leveraging analytics data to optimize content and enhance user experience