Tania Acosta

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EDUCATION

Roger Williams University (AACSB Accredited)
Bachelor of Science in Marketing | GPA: 3.8 | May 2024

- Awards/Honors: AAF NSAC District Competition Winner, AAF MPMS Class 24', Beta Gamma Sigma Member

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EXPERIENCE

Connelly Partners Boston, MA
Media Planning Intern May 2026- Present

- Conduct audience research using Resonate, MRI-Simmons, and eMarketer to uncover consumer insights and assess media partnership alignment
- Develop media planning deliverables, including campaign flighting flowcharts, creative matrices, and client presentations
- Track campaign budgets and pacing, monitor cross-channel spend, and process client invoices through Strata
- Coordinate campaign execution through creative trafficking, performance quality assurance, and reporting

Superdigital Remote
Freelance Associate Strategist April 2025- June 2025

- Developed and presented a Father's Day brief for Panasonic Personal Care; two concepts selected for production
- Built Pace Salsa's foundational social playbook through competitive analysis and whitespace identification
- Synthesized audience and social insights to shape strategy for two new business pitches
- Developed insight-driven concepts for Panasonic Kitchen; one concept selected for production

Strategy & Analytics Intern February 2025- April 2025

- Translated Microsoft social performance data from Sprinklr into strategic recommendations for monthly business reviews
- Launched a quarterly cultural insights newsletter, distilling emerging trends into actionable insights for Microsoft stakeholders
- Co-authored a white paper on LinkedIn's evolving definition of professionalism, contributing to internal strategic POV development

FCB NY New York, NY
Strategy Intern June 2024- August 2024

- Led strategy development for a speculative campaign for The Real Cost, presented to senior leadership
- Conducted a competitive and messaging audit for QuickBooks, identifying positioning gaps and opportunities for differentiation
- Synthesized themes from Cannes Lions-winning campaigns to inform internal strategic thinking

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SKILLS

Media Planning & Analysis: Media Planning • Audience Research • Social Listening • Competitive Analysis
Tools: Resonate • MRI-Simmons • Strata • GWI • Sprinklr • Sprout Social • Excel
Languages: English and Spanish (Native/Bilingual)