

ALINA GLUSZ

Experience

January 2024 - January 2026

Marketing Consultant | Miami, FL USA

Led full-funnel marketing strategy for a portfolio of Keller Williams agents, driving \$21M+ in listing closings within a single year, with additional projects spanning a developer in Dubai and agents at The Agency Miami.

- Designed and executed comprehensive market research frameworks, including comparative market analysis (CMA) support materials, neighborhood trend reporting, and buyer persona mapping, enabling agents to position listings with precision
- Spearheaded luxury brand development across a full suite of high-end collateral: website optimization, bespoke property brochures, listing decks, cinematic video tours, drone footage coordination, virtual walkthroughs and staging creation with AI powered tools, and open house experiences creating cohesive visual identities that resonated with high-net-worth clientele and elevated perceived property value
- Built and optimized multi-channel lead generation systems combining SEO-driven website content, paid social, retargeting, and CRM-integrated email sequences, generating a consistent pipeline of qualified leads
- Developed targeted email campaigns for new listings, open house promotion, and post-visit follow-up, creating touchpoint sequences that kept prospects engaged throughout the full buying cycle
- Collaborated directly with agents on listing launch strategies, advising on pricing narrative, market timing, digital rollout sequencing, and platform-specific content to maximize first-impression impact and Days on Market (DOM) performance
- Directed and personally executed real estate photography and staging sessions including shot briefing, art direction, post-production coordination, and virtual staging via AI-powered tools, ensuring all listing imagery and marketing materials met fair housing compliance standards and brand consistency across platforms

January 2021 - December 2023

Marketing Manager at Via Separations | Boston, MA USA

As the first marketing hire, built the function from the ground up, establishing brand presence, content strategy, and digital infrastructure, driving growth in brand awareness and online visibility.

- Identified LinkedIn as the highest-leverage channel for a complex B2B technology audience and built a strategy from zero including employee spotlights, thought leadership, and consistent publishing, making it the #1 referral traffic source to the company website within 6 months.
- Designed and launched the company website from scratch, delivering a polished, on-brand digital presence that unified visual identity and elevated the brand's credibility online.
- Built comprehensive brand guidelines from scratch, establishing consistent messaging, visual identity, and tone of voice across all channels and marketing materials.
- Created and delivered operational reports and presentations to the U.S. Department of Energy in support of a federal funding partnership, ensuring continued stakeholder confidence
- Secured coverage in 20+ publications through targeted press release campaigns and media outreach, significantly expanding brand visibility and earned media presence.
- Drove organic growth through SEO optimization, improving search rankings and increasing traffic, achieving an average engagement time of 90+ seconds, well above the industry average of ~54 seconds.

October 2019 - December 2020

Event Marketing Director at Bentley University Student Programs & Engagement, HYPE Team, Part-Time | Waltham, MA, USA

- Operated a team of three with primary responsibility for live and digital marketing of student programs on social media and website
- Served as a liaison between 100+ student organizations and team to accommodate event coverage, aid with any social media needs, consult organizations and highlight student voices through an initiative
- Supervised team through organizing assignments into manageable activities, assisting with hiring decisions, retreat planning, staff meetings, accountability, staff development, employee recognition, and scheduling
- Monitored all social media platforms with Hootsuite; produced content to post through photography or graphic design



Contact

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Education

2021 - 2022

Master of Science, Global Marketing Management

Boston University - GPA: 3.91

2017 - 2020

Bachelor of Science, Business Management & Media, Arts & Society

Bentley University - GPA: 3.75

Skills

• Strategic Marketing & Brand Growth:

Social media strategy, integrated strategy development, brand positioning, brand cohesiveness.

• Insights & Performance

Optimization: Data-driven analysis, audience segmentation, KPI monitoring, actionable growth strategies.

• Project Execution & Digital Presence:

End-to-end project leadership, website strategy, UX-focused development, process efficiency.

Languages

English

Hungarian

Ukrainian

Russian

French