

DAVID MALAMIS

DIGITAL MARKETING PROFESSIONAL

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 (240) 727-6054

 Miami, FL

 [LinkedIn — David Malamis](#)

 [Portfolio](#)

PROFILE

Digital marketing professional with experience across social strategy, content direction, paid social, analytics, copywriting, and brand storytelling. Skilled at translating brand priorities into clear, consistent digital content across corporate, hospitality, resort retail, and lifestyle spaces.

WORK EXPERIENCE

Social Media Coordinator

Starboard Group | Miami, FL

Aug 2025 — Present

- Manage social strategy, content planning, publishing, and community management across Starboard’s corporate LinkedIn, Instagram, and Facebook presence.
- Grew Starboard’s corporate social presence to 66.5K+ combined followers, generating 1.23M+ organic impressions/views, 27.2K+ engagements, and 6.8K+ new organic followers.
- Built and managed social presence for resort boutique accounts, including The Edit at Plant Riverside and Luxe at Westgate Las Vegas, supporting luxury retail storytelling, paid social, influencer partnerships, and visual identity refinement.
- Own end-to-end content production across corporate, retail, resort, and live environments — campaign planning, photo/video editing, captions, real-time event coverage, and performance reporting.
- Support broader marketing and brand communications through branded asset development and internal newsletter coordination, rebrand implementation, presentation support, and cross-functional creative materials.

Founder / Creative Lead

NŌA | Miami, FL

April 2025 — Present

- Founded a marketing agency focused on brand strategy, digital presence, content systems, and creative direction — building the agency’s positioning, service structure, website, copywriting, visual identity, and operating foundation from the ground up.

Barista & Social Media Coordinator

Café Mark | Cumberland, MD

2024 • 2018 — 2021

- Managed Instagram and Facebook content, creating photo and video assets that reflected daily operations and local brand identity.
- Supported seasonal promotions, customer engagement, and local outreach through social content and in-store marketing support.

EDUCATION

University of Maryland Global Campus

B.S. in Marketing | GPA 3.6
2023 - 2024

Towson University

Business Marketing Studies | GPA 3.4
2020 - 2023

SKILLS

STRATEGY

Social Strategy, Content Strategy,
Campaign Planning, Brand Storytelling

CREATIVE

Copywriting, Creative Direction,
Photo/Video Editing, Visual
Identity Support

PERFORMANCE

Meta Business Suite, Meta Ads Manager,
Analytics Reporting, Paid Social,
Performance Review

PLATFORMS

Instagram, LinkedIn, Facebook, TikTok,
Canva Pro, CapCut Pro, Hootsuite,
Google Analytics, Google Business
Profile, Mailchimp, Shopify