

# ALLISON ROSENBERG

A chief marketing officer with eight years of professional experience, specializing in digital marketing, content strategy, and SEO marketing. A proven track record of leading initiatives to drive brand awareness across competitive marketing landscapes.

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## PROFESSIONAL EXPERIENCE

### CHIEF MARKETING OFFICER

Cadence Financial Inc.,  
Philadelphia, PA  
August 2017-Present

- Oversee the development of brand messaging, content strategy, and public relations for a financial investment firm startup, manage all aspects of marketing efforts, and implement SEO marketing campaigns to grow website traffic by 300%
- Lead the development and execution of digital marketing campaigns to grow brand awareness among key prospects, contributing to \$2.5M in new client projects
- Develop a brand identity centered on integrity and transparency to differentiate the company from competitors within the financial investment market

### MARKETING DIRECTOR

Philadelphia, PA  
May 2015-August 2017

- ◆ Oversaw strategic initiatives to expand market coverage and brand awareness across target audiences, which increased channel partners from 15 to 30 in six months and contributed to a \$300K increase in annual revenue
- ◆ Managed the marketing department in coordination with the chief marketing officer, which included recruiting top talent and developing digital marketing strategies

## EDUCATION

Bachelor of Science in Marketing  
Temple University, Philadelphia, PA  
September 2012 - June 2014

## KEY SKILLS

- ◆ Digital marketing strategy
- ◆ SEO marketing
- ◆ Cross-functional leadership
- ◆ Brand messaging
- ◆ Content strategy