

# Professional Experience

## Digital Marketing Manager

Accelerate Learning Inc., Miami, FL | February 2016 - Present

- Define all aspects of digital marketing strategy for an online learning provider generating over \$1 OOM in annual revenue, including PPC, SEO, and content marketing campaigns
- Develop and implement affiliate marketing campaigns to enhance lead generation, establish strategic partnerships with educational institutions and online learning companies, and successfully generate over \$10.2M in incremental revenue
- Collaborate with the marketing department, VP of marketing, and director of marketing to establish a brand identity centered around accessible learning and equity

## Digital Marketing Manager

Stargazer Marketing Solutions, Miami, FL | June 2013 - February 2016

- Built, managed, and developed a diverse marketing team with 15 personnel, oversaw the execution of end-to-end digital advertising campaigns, and provided coaching and mentorship to facilitate career growth and professional development
- Spearheaded the implementation of various SEM, PPC, and social media campaigns, contributing to a 130% increase in website traffic and a 2.9% CTR

# Education

## Bachelor of Science (B.S.) Marketing

University of Florida, Gainesville, FL | September 2009 - June 2013

# Certifications

- ◆ Professional Certification in Digital Marketing, AMA, 2016
- ◆ Google Digital Marketing and E-commerce Professional Certificate, Coursera, 2015
- ◆ Content Marketing Certification, HubSpot Academy, 2014

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A Digital Marketing Manager with 10+ years of experience specializing in content marketing, SEO strategy, brand messaging, and affiliate marketing. A proven track record of building and leading diverse teams to execute end-to-end digital campaigns A strong history of developing innovative strategies to grow brand awareness and enhance content engagement.

# Key Skills

- Digital Marketing Strategy
- Affiliate Marketing
- Brand Messaging
- SEO Strategy
- Omnichannel Marketing