

ALINA ABEDIN NIEVES

STRATEGIC GROWTH MARKETER

CONTACT



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11032 Broadbent Ct, Charlotte, NC 28278

SKILLS

- Digital Marketing Strategy
- A/B and Incrementality Testing
- SEM Strategy
- Keyword Research & Optimization
- Landing Page Optimization
- Personalization Strategy
- Multi-Channel Attribution & Measurement
- Offline Channel Management (CTV, Podcast, OOH, etc)

EDUCATION

B.S Integrated Marketing Communication

Winthrop University

May 2017

Rock Hill, SC

User Experience Circuit Certification

General Assembly

May 2018

Product Management Certification

Lowe's Tech Institute + UNCC

June 2020

Product Marketing Certification (PMC-I)

Pragmatic Institute

June 2022



TOOLS

Google Office Suite
Google Ads
Google Marketing Platform
Google Analytics
Microsoft Ads
Google Tag Manager
Looker / Tableau / Google Data Studio
SEMrush
Branch
Jira & Confluence
Figma
Miro
Adobe Creative Suite
Hubspot
Segment
Liveramp

WORK EXPERIENCE

Growth Marketing Manager

Credit Karma (*Contract through Procom*)

Nov 2023-Current

- Lead offline campaign strategy for YouTube, YouTube TV, Roku, driving growth within target segments
- Design and execute multi-cell geo, audience segmentation, and A/B tests across offline channels in partnership with analytics and media agency teams, uncovering actionable insights to optimize spend efficiency and deliver personalized experiences
- Manage channel budget and allocate spend based on performance signals, testing roadmaps to maximize ROAS and channel growth
- Built and scaled growth tech infrastructure across search, display, and offline channels - partnering with engineering and analytics to implement robust trackings, data pipelines and reporting systems that ensured accurate measurement
- Owned campaign operations across various networks (Google, Microsoft, Meta, Apple, and TikTok) managing end-to-end workflows including ad trafficking, tagging, audience setup, and creative/campaign QA - reducing launch time and improving performance visibility across programs

Senior Product Marketing Manager

Pearson (*formerly Credly*) | Charlotte, NC

Jun 2022-Nov 2023

- Owned product position and go-to-market strategy for mobile-first ed-tech tools, collaborating with lifecycle and growth teams to align messaging with SEM paid media campaigns
- Defined user personas and segmented audiences to inform targeting strategies for SEM ad program (Google, Apple, & Microsoft)
- Worked cross-functionally with growth marketing to brief creative for mobile ad assets, ensuring consistency across in-app experience and performance media
- Partnered with analytics to evaluate campaign impact on feature adoption, retention, and LTV; used insights to optimize messaging and funnel strategy
- Launched new ed-tech products with integrated messaging and keyword strategies, resulting in a 20% lift in SEM program

Digital Product Manager

Lowe's | Charlotte, NC

Jan 2020-Jun 2022

- Created a clear product vision and strategy for Lowes.com and the mobile app, resulting in a 10% increase in website and app user engagement
- Worked closely with growth marketing team to develop SEM marketing initiatives that support mobile-first product features
- Collaborated with in-house copy writer to ensure mobile ad copy matched app experience and drove engagement
- Developed data-driven recommendations for landing page experiences to improve CTR

Advertising Account Strategist

Google | Ann Arbor, MI

Jan 2019-Jan 2020

- Managed a portfolio of 120+ Google Ads clients with a focus on search strategy
- Continuously optimized campaigns through keyword A/B testing and bid strategy adjustments, resulting in a 42% improvement in portfolio performance, driving substantial revenue growth for both clients and Google
- Partnered with clients to create SEM strategies using Responsive Search Ads, Dynamic Search Ads, and SA360

User Experience Designer

Synechron | Charlotte, NC

Oct 2017-Jan 2019

- Led creative direction for Wells Fargo Investment Banking with an emphasis on enhancing Millennial account adoption
- Integrated user testing insights into the SEM mobile retargeting strategies

Market Research Analyst

Accelerant Research | Matthews, NC (*Contract*)

May 2017-Oct 2017

- Played a pivotal role in shaping executive-level product decisions by translating digital footprint audit and research findings into actionable and data-driven strategies, leading to substantial revenue growth for clients