

# Alisson Rubas

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## PROFESSIONAL EXPERIENCE

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### Digital Marketing Associate, *JobPrepped, Remote, July 2021- Feb2022*

- Utilized social media channels and group pages to find and prospect potential leads.
- Optimized the company's emails which increased open rates and conversion rates.
- Developed a hashtag strategy to improve the reach of our content.
- Analyze email campaign results including the audience, offers, creativity, deliverability, open rates, click-through rates, and conversion.

### Webmaster, *Bella Number One Cleaning Service, LLC, Boston, MA, January 2021-June 2021*

- Created all marketing materials and wrote press releases for each promotion.
- Organized contests and sweepstakes; strategized opportunities for maximum revenue.
- Researched, designed, and launched an improved company website focused on improving user experience.
- Spearheaded development and implementation of advertising and brand awareness strategy to generate a 10% customer increase monthly.

## PROJECTS

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### Robo-Friends, *Front-End.*

- Developed App in React.
- Implement a fully responsive style with Tachyons and CSS.
- Used JSONPlaceholder API to fetch names and emails that are used for the robots.

### Hangman Game, *Front-End.*

- Developed the game in Vanilla JS.
- Fully responsive style in plain CSS.
- Draw the hangman with SVG.
- Built an array to load different words when the player guesses the words or misses them.

## TECHNICAL SKILLS

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|--------------------|--------------------|--------------|-------------|
| ▪ Google Ads       | ▪ Google Analytics | ▪ HTML       | ▪ PHP       |
| ▪ Mailchimp        | ▪ Canva            | ▪ CSS        | ▪ Sass      |
| ▪ Google Analytics | ▪ WordPress        | ▪ Javascript | ▪ Bootstrap |
| ▪ Google Trends    | ▪ GitHub           | ▪ React      | ▪ Node.js   |

## EDUCATION

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Instituto Cuiabano de Educacao  
High School Diploma

December 2013

## CERTIFICATION

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General Assembly  
Digital Marketing

2020