

## KEY COMPETENCIES

### Marketing Highlights

- Led team to get client's product selected to appear on Oprah's Favorite Things, Ellen's List, and on the Rachel Ray Show.
- HubSpot Platinum partner; invited to speak at HubSpot's Inbound conference.
- Worked with brands: American Kennel Club, Fancy.com, Chewy, Best Buy and Walmart on promotions.

### Workplace Accomplishments

- Implemented Yext Agency Partner Program.
- Led sprint planning team as part of SCRUM initiative to increase workplace efficiencies and communication across departments.
- Supervised university intern program and reported performance levels to school administration.
- Led implementation of client stated end-automation goals. Used multiple tools and APIs to strategize components for need-driven objectives.

### Interpersonal Achievements


- Implemented and directed the HubSpot Partner program for our agency.
- Produced and implemented the website strategies and GDPR privacy policy for the merger and website redesign of two international companies.
- Spoke at three conferences as an expert on marketing automation and social reputation management.


## TOOLS & ADVANCED SKILLS

Adobe Suite Including Photoshop, Illustrator, InDesign, and Lightroom; Google's G Suite; Social Posting & Analytics Programs like Sprout Social, Local SEO aggregators like Yext. Vast experience with **marketing automation and CMS platforms** like HubSpot - including GDPR knowledge & strategy implementation. **eCommerce platforms** like Shopify.

## GET IN TOUCH WITH ME

 Jacksonville, FL

 hello@allisondriscoll.com

 (407) 733-2559

\*References available upon request

# ALLISON M. DRISCOLL

## WORK EXPERIENCE

### Senior Digital Strategist

DiscoverTec | May 2017 - Present

- Established HubSpot agency partner program for agency; lead marketing automation onboarding and success teams.
- Worked with clients to lead setup and development of marketing automation platforms. Includes contract negotiation, strategy, establishing CMS and connect all integrations seamlessly.
- Develop, create and design infographics, email templates, social media posts, social media ads, website needs, comps for design.
- Conversion Optimization; Increased campaign lead conversions by 230% over 6 months.
- Developed and built email strategy and campaigns. Build over 200 emails; sent over 1 million emails per month; Used KPIs to measure success weekly including open rate, CTR, purchases attributed, etc.
- Assessed client needs and lead social strategy for diverse clients among different industry verticals; Increased and maintained social media engagement across accounts by over 17% YOY.

### Senior Marketing Communication Lead

Link AKC | May 2019 - Present

- Lead communications with marketing strategy, development - both app and collar software, design and website specifics, coordinated all promotions with fulfillment and customer service departments.
- Launched beta testing program.
- Managed all running promotions on Shopify.

### Digital Marketing Specialist

DiscoverTec | May 2013 - May 2017

- Led and maintained digital campaigns for multiple clients including: on-page conversion optimization, PPC advertisements, ad copy and landing page creation.
- Created and delivered monthly analytics reports to marketing strategy team and clients.

## EDUCATION & CERTIFICATIONS

University of North Florida

Jacksonville, FL

Bachelor of Science Advertising

Graduated 2014

### Certifications

**HubSpot Certifications:** Partner, Inbound Marketing & Sales, Sales Software, Social Media, Content Marketing, Email Marketing, CMS, HubSpot Software. **Google Certifications:** Adwords, Webmaster, Analytics. **Other Certifications:** Yext Partner, Microsoft ClickDimensions.

## PREVIOUS RELATED WORK EXPERIENCE

**Brand Ambassador** Dunkin' Donuts | 2012 - 2014

**Admin. Assistant** Small Business Development Center | 2011 - 2012

**Resident Advisor** The Flats at Kernan | 2010 - 2014