

# ALLISON M. DRISCOLL

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Located in Los Angeles, CA

## PROFILE

A goal-driven Marketing Operations Specialist adept in system integrations and crafting bespoke CRM solutions. Proficient in enhancing team communication, automating sales processes, and ensuring scalability in software development and integrations. Specializes in guiding companies through the onboarding and launch of CRM software, managing the entire process from inception to implementation. Brings extensive experience in developing and executing system integrations across sales, marketing, and customer service domains.

## KEY COMPETENCIES

Email Marketing	CRM Software	Presentation skills	Google Adwords & Analytics
Strategic planning	CMS Software	Graphic Design	Social Media
Marketing automation	Sales development	Business management	APIs

## PROFESSIONAL EXPERIENCE

### DIRECTOR OF MARKETING TECHNOLOGY + OPERATIONS

JUNE 2021 - JAN 2023

#### Fanhouse

As the leader of marketing operations, contributed to a platform growth of 250% within two years, culminating in a company acquisition. Directed the development and implementation of cross-departmental communication strategies, facilitating seamless data exchange between internal teams and external clients. Collaborated with investors and stakeholders on campaign planning, execution, and analysis across various channels.

- Utilized HubSpot to construct landing pages and internal website pages, empowering sales and marketing teams to manage website content autonomously. This streamlined the process, eliminating the need to wait for development to push changes live. This autonomy was crucial for a startup operation, ensuring teams had control and that website content remained consistently up to date
- Implemented a blog and collaborated with internal writers to initiate a weekly email campaign aimed at engaging both existing and potential customers. Utilized segmentation alongside A/B testing and smart content strategies to deliver personalized and pertinent information
- Executed marketing strategies to drive business growth, including expansion into new markets and niche targeted creator launches. Formulated and supervised budgets, allocating resources strategically to align with the organization's goals and objectives
- Launched, built, and optimized campaigns across Google Ads and social media platforms to bolster brand recognition
- Directed the execution of client-defined end-automation objectives. Employed a variety of tools and APIs to strategize components tailored to specific needs-driven goals

### SENIOR DIGITAL STRATEGIST

MAY 2017 - JUNE 2021

#### DiscoverTec

Experienced Senior Digital Strategist and HubSpot Specialist adept at overseeing CRM platform implementation, customization, and optimization to meet client needs. Skilled in managing sales processes, organizing customer data, and generating performance reports. Collaborated with in-house developers and project managers to map database integrations for seamless connectivity. Demonstrated success in setting up automation, integrating third-party tools, and providing comprehensive training to team members and clients.

**DiscoverTec**

- Established and managed the HubSpot agency partner program, overseeing marketing automation onboarding and customer success teams
- Collaborated closely with clients to lead the setup and development of marketing automation platforms, handling contract negotiation, strategic planning, CMS establishment, and seamless integration
- Produced a wide range of professional digital assets including infographics, email templates, social media posts, ads, website elements, and design mockups
- Achieved a significant 230% increase in campaign lead conversions through meticulous conversion optimization strategies
- Directed the development and execution of email strategy and campaigns, producing over 200 emails monthly and sending out more than 1 million emails per month; Monitored and analyzed key performance indicators (KPIs) such as open rate, click-through rate (CTR), and attributed purchases on a weekly basis
- Led social media strategy for diverse clients across various industry verticals, consistently driving and maintaining over 17% year-over-year growth in social media engagement
- Oversaw a university internship program, offering mentorship and guidance to ensure adherence to performance standards, and provided regular progress reports to the school administration

**EDUCATION**

**UNIVERSITY OF NORTH FLORIDA**

Bachelor of Science Advertising

**INTERPERSONAL ACHIEVEMENTS**

**HUBSPOT PARTNER PROGRAM**

Implemented and directed the HubSpot Partner program for our agency. Helped achieve reaching HubSpot Platinum partner status. Personally was invited to speak at local and HubSpot's national Inbound conference.

**GDPR SPECIALIST**

Developed and executed website strategies and GDPR privacy policy for the merger and redesign of two international companies' websites. Conducted extensive training on GDPR practices as part of the implementation process.

**REFERENCES**

**AVAILABLE UPON REQUEST**