

Allison Diamond

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PROFILE

A Digital Marketing Manager with eight years of professional experience, specializing in SEO, Google Analytics, email marketing, and social media campaigns. A strong history of delivering world-class marketing solutions to grow digital presence and brand awareness for clients. A strong cross-functional leader with expertise in marketing automation.

PROFESSIONAL EXPERIENCE

Digital Marketing Manager

SEO Marketing Pros, Newark, NJ | May 2016 – Present

- Manage the development of digital marketing strategies for enterprise client accounts valued at \$1.5M-\$5M in annual incremental revenue, including the execution of Google Ad campaigns and rebranding initiatives
- Coordinate cross-functionally with web development teams to enhance customer web properties and drive SEO, resulting in 50%-250% increases in page views
- Oversee social media marketing campaigns to grow brand awareness and lead generation for emerging product lines on Instagram, Facebook, and YouTube
- Interface with C-level executives and client stakeholders to identify target demographics and define brand messaging across all marketing channels

Digital Marketing Manager

Alita Inc., Newark, NJ | May 2011 – May 2016

- Developed, managed, and executed SEO, affiliate advertising, and social media programs to drive customer engagement and acquisition in a crowded marketplace for a high-end shoe brand with over \$20M in annual revenue
- Drove end-to-end digital marketing campaigns for three footwear product lines, analyzed KPIs, and coordinated with marketing teams to define customer retention strategy
- Led social media campaigns and email blasts to generate new leads and retain existing customers, which contributed to a \$1.5M increase in sales

EDUCATION

Bachelor of Science (B.S.)

Digital Marketing

University of Newark, Newark, NJ
September 2007 - May 2011

KEY SKILLS

- Marketing Strategy
- Google Analytics
- Search Engine Optimization (SEO)
- Account-Based Marketing (ABM)
- Social Media Marketing