

ALLISON ROSENBERG

A chief marketing officer with eight years of professional experience, specializing in digital marketing, content strategy, and SEO marketing. A proven track record of leading initiatives to drive brand awareness across competitive marketing landscapes.

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PROFESSIONAL EXPERIENCE

CHIEF MARKETING OFFICER

Cadence Financial Inc.,
Philadelphia, PA
August 2017 – Present

- Oversee the development of brand messaging, content strategy, and public relations for a financial investment firm startup, manage all aspects of marketing efforts, and implement SEO marketing campaigns to grow website traffic by 300%
- Lead the development and execution of digital marketing campaigns to grow brand awareness among key prospects, contributing to \$2.5M in new client projects
- Develop a brand identity centered on integrity and transparency to differentiate the company from competitors within the financial investment market

MARKETING DIRECTOR

Philadelphia, PA
May 2015 – August 2017

- Oversaw strategic initiatives to expand market coverage and brand awareness across target audiences, which increased channel partners from 15 to 30 in six months and contributed to a \$300K increase in annual revenue
- Managed the marketing department in coordination with the chief marketing officer, which included recruiting top talent and developing digital marketing strategies

EDUCATION

Bachelor of Science in Marketing
Temple University, Philadelphia, PA
September 2012 – June 2014

KEY SKILLS

- Digital marketing strategy
- SEO marketing
- Cross-functional leadership
- Brand messaging
- Content strategy