Resume

PERSONAL DETAILS

Name
Alana Rodas

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PROFESSIONAL MEMBERSHIP

American Marketing Association,
Public Relations Society of America

PROFILE

Motivated and results-driven senior marketing manager with over 15 years in B2B marketing in education and service sector. More than 6 years in a management role. Managing a marketing budget of $150K per annum. Leading and encouraging a team of 12 employees, as well as numerous external service providers. Implemented SEO and SEM marketing resulting in 27% increase in sales. Automated various systems on SaaS platforms which resulted in a 35% RoI and increase in productivity of 7%.

WORK EXPERIENCE

Jan 2017

Senior Marketing Manager

NWEA, Portland

- Owning company public image, ensuring cohesion and alignment with target customers' values
- Playing a crucial role in scaling presence and customer base
- Working closely with designers to deliver and maintain high-quality marketing touch points such as the website, landing pages, outbound emails, decks and customer presentations
- Coordinating with external marketing specialists to manage customer-driving ads
- Collaborating with PR agency on press efforts
- Managing and maintaining customer touchpoint maps
- Preserving company voice and communication guidelines
- Attending and coordinating company presence at industry trade shows
- Teaming up with the Director of Customer Experience to maintain the ideal customer journeys
- Engaging with customers to produce captivating case studies and testimonials
- Implementing SEO and SEM best practices
- Creating and maintaining annual marketing calendar
- Joining forces with sales and account management teams to understand customer value
- Developing and reporting on customer acquisition cost metrics
- Participating with leadership team to provide market opportunity analysis

EDUCATION AND QUALIFICATIONS

Sep 2016 - Aug 2018

MBA in Marketing Management

Lundquist College of Business, Eugene

SKILLS

- Google Analytics
- Google Adwords
- SEO
- Microsoft 365