

Alison L. Micheletti

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PROFESSIONAL EXPERIENCE:

- Account Executive**, Golden Proportions Marketing • Milton, PA March 2014 - Present
- Develop new business opportunities while maintaining ongoing relationships with existing clients
 - Write and present strategic marketing plans that identify and solve client problems using a variety of marketing initiatives including digital marketing, external marketing, and internal marketing
 - Monitor results of implemented strategies and recommend necessary changes for maximum ROI
 - Manage a team of project managers and creatives to ensure any project milestones are completed
 - o Establish and oversee project deadlines and marketing plan milestones
 - o Brainstorm, concept, revise, and approve final creative pieces for client projects
 - o Utilize tools like Google Analytics, AdWords, and Call Tracking to record and track results

- Content Specialist**, Freelance January 2014 - Present
- Generate unique content monthly to support SEO and SEM efforts
 - Research relevant content topics and opportunities
 - Work collaboratively with clients to brainstorm ideas for future content initiatives
 - Deliver final assets to clients within agreed upon deadlines and project requirements

- Project Manager**, Golden Proportions Marketing • Milton, PA May 2012 - March 2014
- Oversaw a team of graphic designers, copywriters, web developers
 - Collaborated with clients and creative team to ensure completed work met strategic requirements
 - Managed client deadlines, budget, and ensured projects were aligned with marketing objectives
 - Provided critical feedback to stakeholders

- Assistant Marketing Director**, Wagner College Athletics • Staten Island, NY May 2010 - May 2012
- Responsible for the design, creation, and deadlines of all athletic publications
 - Developed marketing campaigns for various sports while staying within allotted budget
 - Maintained athletic alumni, trustee, and booster club relations
 - Communicated with sponsors, season ticket holders, and partners to ensure positive experiences

EDUCATION:

Master of Business Administration – Marketing Concentration

Wagner College, Staten Island, NY

Bachelor of Arts in Communications

Bachelor of Science in Sport Management

Immaculata University, Malvern, PA

CORE COMPETENCIES:

- Google Docs and Sheets
- Google AdWords
- Google Analytics
- Microsoft Word and Excel
- Pipedrive CRM
- Function Point Project Management Software
- Slack, Skype, Gchat/Hangouts