

Curriculum Vitae

PERSONAL

Name

Alana Rodas

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PROFESSIONAL MEMBERSHIP

American Marketing Association, Public
Relations Society of America

RESUME OBJECTIVE

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 - Present	Senior Marketing Manager <i>NWEA, Portland</i> <ul style="list-style-type: none">• 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
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EDUCATION AND QUALIFICATIONS

Sep 2016 - Aug 2018	MBA in Marketing Management <i>Lundquist College of Business, Eugene</i>
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PROFESSIONAL CERTIFICATIONS

2020 - 2020	OMPC Digital Marketing Certification <i>OMPC</i>
2019 - 2019	AMA Marketing Management Certification <i>American Marketing Association</i>

REFERENCES

References available on request.