



ALEXIS PICKETT

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Professional Summary

Experienced marketing manager with a proven track record of leading successful campaigns and driving business growth. Expert in digital marketing, market analysis, and strategic planning, with a knack for leveraging data to make informed decisions. Skilled in managing cross-functional teams and budgets efficiently, with a strong focus on ROI improvement. Excellent at communicating complex concepts and fostering collaborative relationships. Looking forward to bringing strategic vision and innovative marketing solutions to achieve business objectives and develop lasting customer relationships.

Skills

- Finance
- UX/UI
- Google Analytics
- HTML/CSS
- Affiliate Management Systems
- SaaS
- CMS
- Time Management
- Data Entry
- Team Collaborations
- Partnership Management
- Analytical Thinking

Work History

06.2023 - Current

Sr. Affiliate Marketing Manager

Pompa Program - Remote

- Built and managed full-scale marketing department strategy to guarantee all aspects (ads, social media, affiliates, assets, design, affiliates, and content) were cohesive.
- Managed B2B and B2C strategies.
- Developed and maintained courteous and effective working relationships.
- Applied effective time management techniques to meet tight deadlines.
- Strengthened communication skills through regular interactions with others.
- Participated in team projects, demonstrating an ability to work collaboratively and effectively.

03.2023 - 06.2023

Sr. Marketing Manager

Metabolic.com - Remote

- Resolved problems, improved operations, and provided exceptional service.
- Rebuilt a dated affiliate program to adhere to modern marketing standards (social media, blogs, and YouTube).
- Analyzed health trends and keywords to better position content, ads, email, and affiliate visibility.
- Managed both external and internal partnership programs.
- Handled B2B and B2C email marketing and analytics.
- Set up and managed monthly, quarterly, and annual affiliate revenue goals.
- Spearheaded a successful product launch with comprehensive marketing plans and cross-functional collaboration.
- Developed strategic partnerships with complementary brands for co-marketing initiatives that expanded market share significantly.

06.2022 - 03.2023

Sr. Affiliate Marketing Manager

Roofstock - Remote

- Started with just a name and developed the full marketing strategy with digital assets to support it in less than 6 months.
- Spearheaded and implemented marketing and business development initiatives for all Roofstock brands.
- Improved return-on-investment of consumer marketing campaigns by 80% through cost-cutting and better targeting of offers.
- Quickly built quality relationships with some of the worlds top Real Estate and Financial influencers through cold outreach and conferences.
- Developed strategic partnerships with complementary brands for co-marketing initiatives that expanded market share significantly.
- Generated sponsorships with related and partnering entities to enhance marketing objectives.

02.2018 - 08.2022

Owner

AisforAffiliate.com - Remote

- Built and managed multiple affiliate programs for companies all over the world.
- Affiliate sales/commissions management, business-to-business partnerships, and participated in affiliate events throughout the United States, Canada, Australia, and Europe.
- Published relevant content every week tailored to various communities and niches.
- Prepared annual budgets with controls to prevent overages.
- Cultivated and strengthened lasting client relationships using strong issue resolution and dynamic communication skills.

01.2018 - 06.2022

- Managed financial aspects of the business, including budgeting, financial reporting, and tax preparation.

Sr. Affiliate Marketing Manager

Liquid Web/StellarWP - Remote

- Team/programs manager for 8 of the 10 Liquid Web brands that focused on the WordPress products LearnDash, The Events Calendar, GiveWP, KadenceWP, iThemes, Restrict Content Pro, IconicWP and Orderable).
- Continued to identified new market niches and out-reach channels, helping to drive upwards of 25% of overall sales revenue online.
- Optimized the content planning and marketing strategy leading to an average increase of 18% in revenue each quarter.

Education

UX/UI Design, Marketing Management And Research, DevMountain - Provo, UT

Nutrition Certificate, Nutrition, Nutrition Certificate Institute - Remote

Associate of Applied Science, General, Utah Valley University - Orem, UT

High School Diploma, American Fork High School - American Fork, UT

Certifications

Marketing Management
UX/UI Development
Nutrition Specialist

Achievements

- I have built 27+ different marketing programs from the ground up over the past 14 years.
- I generated \$200k of new revenue within 6 months for a startup's affiliate program.
- I travel the world attending conferences to better understand marketing in different cultures.

Hobbies And Interests

- Mother
- Work/Travel
- Adulting
- Anime/Comic books