

# ALLISON STEMPER

Experienced Digital Marketing Specialist, Content Creator and E-Commerce Manager, successfully working in various digital marketing industries over the past 7 years.



## PROFESSIONAL EXPERIENCE

### **E-Commerce Manager, Jan 2021 - Present**

Promotional Designs, Inc.

Work with internal teams and clients to create, distribute and coordinate marketing campaigns and promotions throughout company web-stores. Develop marketing and pricing strategies to ensure Program success. Measure and report on the performance of Program marketing campaigns to gain insight and assess against goals. Supervise and support the E-Commerce team and efforts by maintaining brand standards across all programs and webstores.

### **Marketing & Public Affairs Intern, Aug 2020 - Dec 2020**

Fincantieri Marinette Marine

Implemented FMM's PR strategy to support the US Navy and the manufacturing industry. Created and curated engaging content that could be effectively utilized for web, print and social media. Built and updated media lists and databases for high-security events. Schedule, coordinate and attend various events allowing for structured relationships with government officials. Created and distributed press releases and assisted in administrative duties.

### **Brand Coordinator, May 2018 - Feb. 2019**

iBeAuthentic, LLC.

Marketed brands and products by developing and implementing marketing and advertising campaigns, tracking sales data, maintaining databases, and partnering with the marketing team to present analytics. Facilitated planning meetings with customers and used the information collected to create quarterly calendars outlining focuses.

### **Graphic Designer, Feb. 2017 - Jan. 2018**

EagleHerald Publishing

Designed advertisements and special publications for local businesses in Marinette & Menominee County. Collaborated with a team to develop and execute innovative marketing strategies to improve the business of customers.

## SOFT SKILLS

Teamwork

Adaptability

Integrity

Leadership

Dependability

Creativity

## EDUCATION

### **AS in Digital Media Technology**

Northeast Wisconsin Technical College 2019 - 2020

### **AS in Design & Graphic Technology**

#### **DipTech in Print Technology**

Northeast Wisconsin Technical College 2014 - 2016

## SOFTWARE SKILLS

### **Design**

Adobe CC Suite: Illustrator, Photoshop, Indesign

### **Media Editing**

PremierPro, Final Cut Pro X, After Effects, Logic Pro X

### **Google**

Ads, SEO Analytics, Tag Manager

### **CMS**

Wordpress

### **Email Marketing**

MailChimp, Constant Contact

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