

# Allison Wood

## Professional Summary

Marketing strategist with experience in social media, digital content, and B2B consulting. Combines creative content development with data-driven analysis to deliver measurable results, including driving engagement, optimizing user experience, and increasing small business sales.

Sahuarita, Arizona

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## Experience

### HMI and IPC Marketing Intern

Phoenix Contact

May 2024 – Nov 2024

Built competitor product database to streamline sales comparisons.  
Analyzed data and created visuals to highlight market opportunities.  
Supported marketing plans by integrating research insights.

### Marketing Consultant and Specialist (Freelance)

Self Employed

May 2023 – Current

**Circus Sanctuary** – Consult on and manage a social media campaign to boost engagement and promote classes.

**Dr. Mark Pirtle** – Provided **B2B** marketing consulting on strategy, targeting, and digital outreach.

**Land and Co.** – Improved website **UX** and **SEO** to increase search visibility and support growth.

### Founder, Allison W Marketing | Marketing Education Brand

Self Employed

August 2025 – Current

Grow a personal brand sharing marketing education for small businesses, creating content that reached 1.2M+ impressions on LinkedIn. Develop and publish content on social media strategy, branding, and digital growth to engage and educate entrepreneurs.

### Volunteer Marketing Director

Wildcat Bubble Tea

May 2023 – Nov 2023

Drove **416% ROI** through targeted email campaigns by segmenting audiences and testing subject lines.

Increased social media engagement **109%** by building a multi-platform content strategy and optimizing posting cadence.

Conducted statistical sales analysis, correlating strategy-driven social content with a **33% revenue increase**.

## Skills and Achievements

### Tools

- Adobe Suite
- Meta Business Suite
- Microsoft Suite
- Google Ads
- Canva
- Buffer

### Technical Skills

- Quantitative and Qualitative Analysis
- Customer Segmentation
- Graphic Design

### Soft Skills

- Leadership
- Communication
- Community Management
- Collaboration
- Strong Initiative

### Awards & Certifications

- Suma Cum Laude Graduate
- 3.76 College GPA
- Honors Dorm Staff Member of the Year
- Google Ads Measurement Certified
- Social Media Management HubSpot Certification
- Foundations of Digital Marketing and Ecommerce- Google

### Education

*Southern Arkansas University  
Media Marketing Major Bachelor of  
Business Administration  
August 2021 – December 2024*