

Allison Wood

Professional Summary

Versatile marketing professional with cross-industry freelance experience, blending data-driven strategy, creativity, and an entrepreneurial mindset to drive measurable results.

Sahuarita, Arizona

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<https://www.allisonwmarketing.com/>

Experience

Marketing Consultant and Specialist (Freelance)

May 2023 – Current

As a freelancer, I've developed strong expertise in managing stakeholder expectations while consistently delivering high-quality content.

TM Fulfillment LLC– Currently developing and optimizing a company website to support brand positioning, lead generation, and user experience.

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

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

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 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

Skills

- Customer Segmentation
- Graphic Design
- Leadership
- Communication
- Community Management
- Collaboration
- Strong Initiative

Awards & Certifications

- Suma Cum Laude Graduate
- 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