

# 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*

**TM Fulfillment LLC**– Designed and optimized a business website using customer and market research to improve UX, flow, conversions, and customer journey.

**Circus Sanctuary** – Assisted with customer profiles and leveraged audience insights to optimize social media strategy, increasing engagement, reducing ad spend by 90%, and consulting on implementation.

**Wildcat Bubble Tea**– Developed and executed marketing strategies that drove a 33% increase in sales, using customer insights and performance data to guide promotions, social media, email campaigns, and loyalty programs.

### 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.

### Resident Assistant—Southern Arkansas University

*Aug 2022 – Dec 2023*

Planned and executed community programs and activities that increased engagement and participation.

Managed challenging or high-pressure situations effectively, ensuring positive outcomes and smooth operations.

Recognized by residents as RA of the Year twice, reflecting leadership, dedication, and impact on the community.

## Skills and Achievements

### Tools

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

### Skills

- Copywriting
- Podcast interviewing experience
- Customer Segmentation
- Graphic Design
- Leadership
- Communication
- Community Management
- Collaboration
- Strong Initiative

### Awards & Certifications

- 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

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### Education

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