



Alisha Neva Hettinger

Creative Marketer

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SKILLS

Adobe Campaign
Adobe Creative Suite
Copywriting
Creative Problem Solving
Database Management
Digital Marketing
Email Marketing
Event Production
Google Analytics & Adwords
HTML, CSS
Leadership & Team Building
Microsoft Office
Presentation
Print Design & Production
Reporting & Analysis
SEO
Social Media Marketing
Strategy Development
Technical Writing
Web Design
Wordpress

VOLUNTEER

PHL Startup Weekend
Health PHL Startup Weekend
Space Transformation LLC

OBJECTIVE

Utilize my varied work experience to add significant value to an organization by increasing both brand awareness and revenue through people-focused and data-based strategy.

EXPERIENCE

KOAMTAC | Marketing Manager | August 2016 to Present

Hands-on contributor supporting revenue growth through on-time and in-budget delivery of the company's worldwide marketing plan, marketing communications, and lead-generating activities with a heavy emphasis on digital/online marketing.

- Strategy and Maintenance of company's online presence including 3 Wordpress Websites, 2 Shopify stores, 2 Amazon stores, social media accounts, Ads and SEO
- Collaborating with brand partners on strategy and execution of multi-channel campaigns
- Establishing and supporting relationships with distributors and resellers
- Managing and executing company events including tradeshow, partner conferences, and partner-led events
- Creating and editing print and digital materials including press releases, emails, brochures, manuals, product guides, white papers, case studies, and videos

Freelance | Marketing Consultant | April 2014 to Present

- Strategizing, creating, and distributing content in print and online formats including graphics, social media, blog posts, advertorials, and press releases across many industries (fashion, entertainment, technology, psychology, and more)
- Creating, improving, and managing business processes
- Analyzing, reporting, and acting on data

J2 Communications | Digital Marketing Consultant | April 2014 to August 2016

- Wrote content for marketing and press including press releases, social media, blog posts, email newsletters, and advertorials
- Served as the office expert on email marketing best practices and guidelines
- Created and implemented internal marketing plan

Elsevier | Digital Marketing Manager | June 2012 - May 2015

Web Analyst | June 2011 - August 2012

- Wrote and improved marketing operations processes
- Managed all email marketing projects for medical books department
- Analyzed marketing campaigns and software user data via Unica Analytics and Google Analytics
- Ensured appropriate capture and reporting of data

EDUCATION/CERTIFICATIONS

Antioch University | English Literature & Creative Writing | 2017 - Present

Degree in progress with expected graduation in 2020

Community College of Philadelphia | Explorative Courses | 2014-2015

Life Planning/Career Decisions | Science Fiction | Personality Theory | Art History | Abnormal Psychology | Writing Fiction

Franklin & Marshall College | Creative Writing | 2005 - 2008

Pursued Bachelor's degree