



Alisha N Hettinger

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Driven creative and analytical marketer with ten years of experience in various roles from traditional to digital marketing for both enterprise companies and solopreneurs alike.

SKILLS

Brand Management
Content tagging
Copywriting
Creative Problem Solving
Database Management
Data Definitions
Design
Editing
Email Marketing
Event Production
Marketing Management
Social Media Marketing
Print Design & Production
Reporting & Analysis
Tagging Operations

TOOLS

Adobe Campaign
Adobe Creative Suite
Amazon Seller Central
Google Marketing Platform
Google My Business
Google Analytics & Ads
Microsoft Office
Microsoft Teams
Shopify
Wordpress

VOLUNTEER

Space Transformation LLC
Startup Weekend Events

EXPERIENCE

Catalyst IQs (client: Merck) | Tagging Operator | January 2021 to Present

- » Perform marketing content tagging for training machine-learning algorithm
- » Create, test, and verify UTM tracking for HCP brands
- » Develop and distribute documentation for UTM tagging guidelines and processes
- » Assist with campaign analysis in Google Analytics
- » Streamline process for digital campaign management

KOAMTAC | Marketing Manager | August 2016 to January 2021

- » Create, execute, and analyze multichannel global strategy
- » Build and maintain company's online presence via SEO, SEM, website content, ecommerce content (including Amazon), and social media
- » Support and collaborate with brand and distribution partners for online presence, events, and combined marketing efforts
- » Define brand guidelines and operations for both print and digital campaigns
- » Create metadata hierarchy for use in digital assets

Freelance | Marketing Consultant | April 2014 to Present

- » Collaborate with business owners to refine branding, marketing strategies, and business processes
- » Create and distribute print and digital content
- » Look for placement opportunities and provide marketing support and advice

J2 Communications | Digital Marketing Consultant | April 2015 to August 2016

- » Write and design content including press releases, social media, blog posts, email newsletters, and advertorials
- » Lead digital efforts including website content and maintenance, social media campaigns, and email marketing including tagging and analysis

Elsevier | Digital Marketing Manager | June 2012 - May 2015

Web Analyst | June 2011 - August 2012

- » Write and improve digital marketing operations processes
- » Manage HTML, content tagging, and all operations for email marketing projects in the medical books department
- » Analyze and report on marketing campaigns and software user data
- » Establish guidelines for both database and creative management of emails
- » Create and manage digital marketing content definitions and tagging operations

EDUCATION

Antioch University | English Literature & Creative Writing | 2017 - 2021

BA English Literature and Creative Writing (pending capstone completion EoY 2021)

Community College of Philadelphia | Explorative Courses | 2014-2015

Life Planning/Career Decisions | Science Fiction | Personality Theory | Art History | Abnormal Psychology | Writing Fiction | Introduction to Microsoft Access

Franklin & Marshall College | Creative Writing | 2005 - 2008

Pursued Bachelor's degree | Served as Resident Advisor and Orientation Planner