



ALLISON DOUMITH

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## ACHIEVEMENTS

### 2<sup>nd</sup> Place Silver

Procter & Gamble Case Study Competition

### Global 1<sup>st</sup> Place Gold

Marketing EDGE – ECHO Marketing Challenge

### Excellence in Media Planning

Temple Advertising Department Awards 2018

### Global Top 250

Google Online Marketing Challenge

### Best in Class

Temple Advertising Department Awards 2016

### Guest Lecturer

Lew Klein College of Media and Communication,  
Temple University

### Best PPC Campaign

Digital Analytics & Reporting

### Best Advertising Campaign

Advertising Strategy & Positioning

### Best Media Plan

Advanced Media Planning

## CERTIFICATIONS

Google Ads + Google Analytics

## ACTIVITIES

What the Tech?! Volunteer, 2018 – Present

Philly Advertising Club, 2014 – Present

BBBS Mentor Programme, Jan 2015 – Dec 2015

## EDUCATION

**Imperial College Business School** London (2018–2019)

**MSc Strategic Marketing (Predicted Grade: Distinction)**

**Core Modules:** Digital Marketing, Marketing Analytics, Consumer Behaviour, Strategic Market Management, Strategic Product Management, Relationship Marketing, Influencer Marketing

**Temple University** Philadelphia, PA (2014–2018)

**BA (hons) Advertising with Digital Media Technologies (GPA: 3.89)**

**Concentrations:** Media Planning and Brand Strategy & Research

**Core Modules:** Strategy & Positioning, Digital Analytics & Reporting, Media Planning, SMM, SEM, SEO, Qualitative Research, Ad Campaigns

## EXPERIENCE

### Digital Marketing and Web Design Freelancer

Self-Employed Freelance, June 2017 – Present

- Worked with small businesses based in the Caribbean and USA to manage company social media pages on Facebook and Instagram
- Designed and developed websites for SME's to amplify their digital presence and reach potential customers online

### Digital Marketing Intern

LevLane Advertising, November 2016 – May 2017

- Created top-level reports and proposals for current and prospecting clients in search engine optimization (SEO) and marketing (SEM)
- Successfully implemented SEO tactics, and analysed and reported on digital data for clients and agency records

### Head Brand Communications Strategist

The Burger Shack, August 2014 – March 2017

- Planned and executed yearly anniversary events and participation in the local Small Business parade, where store visits and purchases spiked during the campaign run-time
- Created successful Facebook advertising campaigns, increasing page likes and restaurant visits exponentially MoM

### Sales & Marketing Representative

Antigua Computer Technology (ACT), June 2013 – December 2013

- Ranked as leading sales representative, accounting for 45% of overall retail sales, Responsible for 69% router and tablet sales
- Managed successful marketing promotional campaign increasing sales by 35% compared to prior month
- Analyzed retail trends, where tablet and router sales increased by 43% due to the promotional campaign

## SKILLS

**Adobe** (InDesign, Photoshop, Illustrator, Premiere Pro)

**Coding** (HTML, CSS, JavaScript, JQuery, PHP, MySQL)

**Database** (Kantar, Mintel, MRI+, Nielson, Google Trends)

**Microsoft Suite** (Word, Excel, PowerPoint, Access)

**Software** (Tableau, SPSS, Mail Chimp)

**Website Building** (WordPress, Weebly, Wix)