




## INFO

 **Name**  
Allison Sementino

 **Location**  
Jacksonville, FL

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## PORTFOLIO WEBSITE

 allisonsementino.com


## SOCIAL

 **LinkedIn**  
<https://www.linkedin.com/in/allison-s/>

## REFERENCES

 **Greg Hurst**  
Johnson & Johnson  
Director/Project Manager:  
Global Franchise Marketing  
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 **Washeen Alagiyawadu**  
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Seal Shield  
National Sales Manager  
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# ALLISON SEMENTINO

## DIGITAL MARKETING AND BRAND MANAGER

Detail-oriented and motivated digital marketing and brand manager with an eye for design looking to apply her abilities to a growing and successful organization. Excels at creating and implementing successful marketing campaigns, reenvisioning and enforcing brand standards across all channels, crafting social media strategies, managing websites, developing and executing marketing and SEO strategies, and conducting marketing research. A proven Marketing and Brand Manager with strong attention to detail, a thorough knowledge of key marketing principles, and the ability to coordinate in dynamic and collaborative organizations. She is also the proud dog mom to a Pomeranian named Bear.



## WORK EXPERIENCE

June Current  
2020 -

### Seal Shield, LLC

*Marketing & Brand Manager*

- Completely reenvisioned, overhauled, and modernized the existing company branding
- Curated tangible company brand guides for consistency across all departments and public-facing mediums
- Create custom marketing collateral including yearly product catalogs, product datasheets, brochures, guides, and manuals
- Design custom branded marketing flyers, display ads, and collateral (both digital & print) for company, resellers, events, and tradeshows
- Collaborate closely with major industry-leading partners to execute custom marketing assets and campaigns
- Handle strategic planning with executive leadership & Marketing team to strategize & execute marketing campaigns and new product launches
- Aided in the design, creation, and implementation of custom UI/UX designs for multiple company websites
- Execute frequent website updates, edits, and improvements including design and content
- Own, craft, and execute organic and paid social media strategy/campaigns across major platforms including LinkedIn, Twitter, Facebook, and Instagram resulting in increased leads, revenue, and an over 100% increase in followers on LinkedIn
- Streamlined reporting KPIs and ROIs accessible on a single dashboard through Hubspot
- Supervise and work closely with the videographer to cultivate engaging and informative video campaigns (often made a cameo acting appearance)
- Manage company blogs and press releases featured on the website and third-party platforms
- Design modern and eye-catching grand-format company tradeshow booth designs and backdrops
- Compose SEO-focused content incorporating relevant ranking keywords for website, landing pages, press releases, Google Ads, and other lead generating outlets
- Regulate publicized content and external communications
- Oversee marketing request pipeline and work closely with Sales, Engineering, and other departments to fulfill company-wide requests

August March  
2019 - 2020

### Wyndham Destinations - Extra Holidays

*Specialist, Digital Marketing*

- Assisted in writing copy/ onboarding hundreds of new resorts onto multiple CMS platforms
- Created effective and appealing marketing assets for email and campaigns generating hundreds of thousands in sales and revenue
- Design creative and appealing promotional website banners displayed across multiple company sites
- Conduct QAs on website content and marketing assets to align with brand standards, and ensure optimal accuracy and quality
- Collaborate with the analytics team to create effective and persuasive Google ads generating website traffic and thousands in revenue
- Write effective marketing content used for social media posts
- Create lucrative assets for senior leaders containing in-depth information about new resorts and property information
- Collaborate with members of the marketing team and organization to create and execute strategic plans and promotions

February August  
2018 - 2019

### Crystal Clear Digital Marketing

*Marketing Specialist & Content Liaison*



## EDUCATION

### University Of Central Florida

*Bachelor of Arts in Technical Communications*  
Dean's List



## SKILLS AND EXPERTISE

- Exceptional branding and brand management skills
- Professional understanding and proficiency in marketing strategy and campaign execution
- Proficient in graphic design utilizing Adobe Photoshop and Illustrator for both print and digital
- Validated social media management and proficiency in Facebook, Instagram, Twitter, LinkedIn, and Youtube
- Proven successful in writing SEO oriented content and the editing process

Digital Marketing

Branding & Brand Management

Graphic Design

Photoshop

Illustrator

Writing

Social Media

SEO Strategy

CRM/CMS/Hubspot Utilization

Email Marketing