

ALLISON BORDEN

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ABOUT ME

Marketing professional with 8 years of experience in entertainment and editorial, where I've mastered the art of crafting eye-catching graphics, videos, and managing influencer campaigns. I turn creative ideas into buzz-worthy content that drives engagement and traffic. Passionate about continuous growth, I'm currently diving into UI/UX design to elevate my creative and strategic skills even further. Having lived in California, Munich, and now London, I bring a global perspective to my work.

**Eligible and immediately available to work full-time under the UK Spouse Visa without sponsorship*

WORK EXPERIENCE

Graphic Designer - Contract

JAN 2021 - OCT 2022

Brainjolt - California, US / Munich, DE / Remote

- Developed graphics, videos, and original photography for TikTok, Snapchat, and Pinterest to drive website traffic, support Amazon affiliate marketing efforts and produced additional assets to enhance brand aesthetics.
 - Produced TikTok videos in collaboration with a popular content creator for the viral account @BadParentingMoments, and grew @GreatParentingHacks account to 1K followers in one month.
 - Designed creative assets for 10 campaigns weekly across Pinterest and Snapchat.

Marketing Programs Manager

AUG 2019 - JUN 2020

Publishers Clearing House - California, US

- Managed native advertising campaigns in collaboration with partners, Yahoo/Verizon Media, Outbrain, and Taboola, optimised click-through performance through testing and data analysis, and produced weekly reports to inform future strategies.
 - Achieved click-through rates of 1%+ (higher than the 0.03% company average) by managing over 15 native advertising campaigns weekly aimed at boosting email sign-ups for Publishers Clearing House sweepstakes.
 - Adapted quickly to shifting responsibilities after acquisition, seamlessly transitioning from creative-focused tasks to data analysis.

Marketing Manager

SEP 2018 - AUG 2019

Topix - California, US

- Developed video ads and templates for Snapchat campaigns, collaborated with Snapchat representatives, designed social media graphics, and monitored trends to pitch relevant content to the editorial team.
 - Created a successful video ad template and strategy, achieving over 10% swipe-up rates (compared to the 5% average) which was recognised internally by Snapchat and showcased as a successful example to other publishers.
 - Consulted with Snapchat's Business Ads Manager engineering team to suggest beneficial tools for large-scale campaign creation based on daily work of 10 campaigns a day with 3 creatives each.
 - Created a viral and highly engaging graphic and social media post shared widely across meme accounts and celebrity social media pages with over 1M followers each which helped the companies brand awareness, social media following and engagement.
 - *Topix was acquired by Publishers Clearing House in August 2019.*

POPSUGAR

NOV 2014 - JUL 2018

California, US

Associate Manager, Influencer Programs

APR 2018 - JUL 2018

- Managed influencer campaigns, timelines, brand expectations, influencer communication, ensuring high-quality content, collaborated with engineering, legal, finance, sales, and editorial teams to align influencer activities with company goals as well as managed and mentored team interns and assistants
 - Executed up to 5 multi-channel influencer marketing campaigns monthly, collaborating with brand partners across beauty, food, fashion, and entertainment sectors, including Disney, Nordstrom, Target, and Coach.
 - Independently managed influencer marketing campaigns post-layoffs, overseeing execution and strategy, coordinating with influencers and stakeholders to maintain performance, and ensuring successful outcomes despite increased workload.
 - Recognised internally by the company for fostering professional development among team interns.

WORK EXPERIENCE CONTINUED ON NEXT PAGE

WORK EXPERIENCE

POPSUGAR

NOV 2014 - JUL 2018

California, US

Marketing Associate, Influencer & Editorial Partnerships *(Promoted)*

APR 2017 - APR 2018

- Managed editorial partnerships with influencers to enhance site content.
 - Increased influencer network engagement and community involvement by curating weekly newsletters and blog posts for over 2,000 influencers to boost company marketing efforts.
 - Helped create and manage the Must Have subscription box Affiliate Influencer Ambassador Program with 800+ influencers, ensuring timely social promotions and providing monthly engagement, revenue, and conversion reports.

Marketing Coordinator, Influencer Programs *(Promoted)*

JAN 2016 - APR 2017

- Assisted in merging and rebranding the POPSUGAR and Shopstyle influencer networks, expanding the network to 18,000+ influencers.
- Provided customer support to influencer community, troubleshooting over 100 questions weekly via Zen Desk.
- Grew the Collective Instagram and Facebook accounts to 1K followers each.
- Collaborated with the engineering team to build a direct video sharing tool, enabling influencers to easily access and share POPSUGAR video content, boosting engagement and visibility on their pages.

Marketing Assistant, Influencer Programs *(Promoted)*

JAN 2015 - DEC 2015

- Team expert on YouTube Influencers and casted influencers for video campaigns.
- Managed and grew the POPSUGAR Select YouTube page by scheduling and promoting weekly videos.
- Expanded the influencer network by adding 500+ influencers from diverse categories and backgrounds.

Marketing and Editorial Intern

NOV 2014 - JAN 2015

- Researched and reviewed potential bloggers to join the POPSUGAR Influencer Network and assisted with blogger outreach and relations.

Live Nation Entertainment

APR 2014 - OCT 2014

California, US

Freelance Graphic Designer

SEP 2014 - OCT 2014

- Created digital and print marketing materials for upcoming shows at two Riverside venues, ensuring high-quality design standards and timely delivery

Marketing Intern

APR 2014 - JUN 2014

- Designed promotional digital and print marketing materials adhering to fast turnaround times.
- Conducted marketing research for the Inland Empire to identify opportunities and trends.
- Managed social media content to engage and grow the audience.
- Designed, executed, and led a student brand ambassador program for the University of California, Riverside campus, enhancing brand visibility and engagement.

TECHNICAL SKILLS

Design and Creative Tools

- Adobe Photoshop
- Adobe Illustrator
- Canva
- ProCreate
- Figma

Video Editing Software

- Adobe Premiere
- Final Cut Pro

Marketing and Social Media

- Social Media Management
- Content Creation
- Content Strategy
- Campaign Management
- Performance Optimization
- Native Advertising Platforms
- Affiliate Marketing
- Video Ad Creation

SOFT SKILLS

- Adaptability
- Team Collaboration
- Problem-Solving
- Time Management
- Attention to Detail
- Analytical Thinking

CERTIFICATES

GOOGLE UX DESIGN

Google Career Certificates, 2024

Google-developed UX design courses with hands-on, practice-based assessments. Proficient in the entire design process: user empathy, defining pain points, ideation, wireframing, prototyping, and user testing.

EDUCATION

UNIVERSITY OF CALIFORNIA, RIVERSIDE

Bachelor of Science (B.S.), Business Administration and Management, Marketing