







ALLISON ROSENBERG

Creative marketing director with a solid academic background holds a Bachelor of Science in marketing from the University of California, an MBA in marketing from Harvard Business School, and a Master of Science in integrated marketing communications from Northwestern University. Demonstrated success in setting and implementing comprehensive marketing strategies, managing creative processes, and leading teams at renowned companies such as Procter & Gamble and Unilever. Certified Professional Marketer (CPM), Certified Digital Marketing Professional (CDMP), and Certified Innovation Leader (CIL) with a deep understanding of marketing trends and technologies.

CONTACT

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KEY SKILLS

- Marketing trends and technologies
- Strategic business planning
- Team leadership and motivation

PROFESSIONAL EXPERIENCE

SENIOR MARKETING MANAGER | PROCTER & GAMBLE | CINCINNATI, OH
JUNE 2015 TO PRESENT

- Set and executed a comprehensive marketing strategy that grew product sales by 25% within the first year
- Managed a 10-person team, fostering a collaborative environment that led to a 30% increase in team productivity
- Oversaw creative process for a significant product launch, which increased brand awareness by 15%

MARKETING SPECIALIST | UNILEVER | ENGLEWOOD CLIFFS, NJ
MAY 2010 TO JUNE 2015

- Helped develop marketing strategies that increased customer engagement by 20%
- Co-created promotional materials that effectively communicated the brand's message
- Applied knowledge of marketing trends and technologies to optimize digital content, increasing website traffic by 10%

EDUCATION

Bachelor of Science in Marketing | University of California
Berkeley, California | May 2010

Master of Business Administration (MBA) with a focus on Marketing |
Harvard Business School
Boston, Massachusetts | June 2015

Master of Science in Integrated Marketing Communications | Northwestern
University
Evanston, Illinois | May 2012

PROFESSIONAL DEVELOPMENT

- Certified Professional Marketer (CPM), American Marketing Association
- Certified Digital Marketing Professional (CDMP), Digital Marketing Institute
- Certified Innovation Leader (CIL), Global Innovation Management Institute