

Alyssa Retza (she, her, hers)



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Summary

I am a digital strategy professional with a proven track record of leading projects that drive growth and accessibility. I'm passionate about learning, mentoring, and finding solutions to improve efficiency for both end-users and internal stakeholders.

Career highlights include managing campaigns that increased application completion rates by 44% and saved \$250,000 annually, project managing a multimillion-dollar rebrand that boosted website traffic by 54%, and leading technical website restructures focused on ADA compliance and SEO.

Digital Proficiencies

- SEO, Technical SEO (Google PageSpeed Insights, Google Search Console, HubSpot, Screaming Frog SEO Spider)
- Google Marketing Platform (GA4, Looker Studio, Tag Manager)
- CRM Platforms (HubSpot, Salesforce, Slate)
- Digital Analytics Tools (GA4, HotJar, HubSpot, Lucky Orange, Microsoft Clarity)
- Marketing Automation (HubSpot, Mailchimp, Pardot)
- Email Marketing (HubSpot, Mailchimp, ZeroBounce)
- Google Ads (Display, Performance Max, Search)
- Project Management Software (Basecamp, BugHerd, Jira, Monday.com, Teamleader Orbit)
- UX Design/Design (Adobe Creative Suite, Canva, Figma)
- Social Media, Social Media Ads (Facebook, Instagram, LinkedIn, TikTok, X)
- CMS Platforms (HubSpot, Squarespace, Wix, WordPress)
- AI/Machine Learning (ChatGPT, DALL-E, HubSpot)
- Web Development (CSS, HTML, JavaScript)

Relevant Experience

2023-PRESENT

The College of Wooster

SENIOR DIRECTOR OF DIGITAL MARKETING

📍 Wooster, OH (Hybrid)

Project highlight: I managed one of the institution's first marketing-driven admission campaigns, which has yielded up to 44% higher prospective student application completion rates than years prior. It has saved Wooster \$250,000/year in outsourcing costs.

- Direct digital strategy for enrollment marketing, advancement campaigns, and other key initiatives
- Produce data and reporting for senior leadership and stakeholders, and utilize findings to create growth opportunities
- Collaborate with IT to ensure digital presence meets privacy standards, SEO guidelines, and accessibility practices
- Train direct reports in digital ads, social media, and web strategies, while equipping the team with AI and machine learning tools
- Support crisis communications efforts, ensuring timely, transparent, and effective messaging during challenging situations
- Manage third-party contractors and contracting budgets

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Relevant Experience Continued...

2023-2023 (Left due to being recruited by The College of Wooster, and missing higher-ed.)

Huble Digital

PROJECT DIRECTOR

📍 Chicago, IL (Hybrid)

Project highlight: As a project director, I led a large corporation in a multimillion-dollar project to rebrand and build a website for the entire company, including new acquisitions. The result was an organized digital transition, leading to a 54% increase in website traffic and a 15% rise in communication engagement (social media and online blogging).

- Direct day-to-day operations for senior-level marketing consultants, designers, developers, SEM specialists, and analytics specialists
- Schedule, manage, and deliver strategy, website, sales, and marketing projects for multimillion-dollar companies
- Plan for budget risks and ensure team members are clear on deliverables
- Lead meetings for clients and internal teams to ensure project success

2021-2023 (Left due to being recruited by Huble Digital.)

Weidert Group, Inc.

WEB DEVELOPMENT PROJECT MANAGER

📍 Appleton, WI (Hybrid)

Project Highlight: Increased communication and efficiency of web-related projects valued between \$18K and \$150K per project, and co-led implementation of GA4 internally and with clients.

- Lead implementation of new web tools, properties, and platforms, based on data results
- Budget, schedule, manage, and deliver end-to-end website projects
- Manage and participate in day-to-day operations and tasks of a full development, analytics team and third-party developers
- Communicate complex ideas empathetically and effectively with clients
- Create blog outlines, content on web items

2018-2021 (Left in order to gain more experience in modern platforms.)

Ripon College

DIRECTOR OF WEB DEVELOPMENT, MARKETING

📍 Ripon, WI (On-Site)

Project Highlights: Strategized and led a highly technical restructure of the college website platforms that saved \$150,000+ per year, and co-led the creation of the first digital strategy.

- Lead technical and on-page SEO strategy to improve site performance
- Create and maintain user-experience for all website properties
- Propose, lead, and implement projects for web, e-commerce and other digital solutions
- Manage senior-level web developers, third-party resources and interns
- Produce necessary reporting based on KPIs across several platforms

Education

2023

ASSOCIATE OF WEB DEVELOPMENT & DESIGN

Fox Valley Technical College

2015

BACHELOR OF SCIENCE - ENGLISH

University of Wisconsin - Oshkosh

2011

ASSOCIATE OF ARTS & SCIENCES

University of Wisconsin - Fox Valley

References

References are available upon request.