Alyssa Retza (she, her, hers)

☎ +920-422-0419   ✉ retzaa55@gmail.com   🌐 alyssaretza.com
linkedin.com/in/alyssa-retza

Summary

I am a marketing and communications strategist with a proven record of managing high-value projects and delivering measurable results. I am proficient in HubSpot CRM, GA4, WordPress CMS, and UX design, with expertise in AI, SEO, and data analysis.

My achievements include saving $150K annually through a website restructure, increasing application completion rates by 44%, and leading a multimillion-dollar rebranding project that boosted web traffic by 54%.

Recent Experience

2023-PRESENT
The College of Wooster
SENIOR DIRECTOR OF DIGITAL MARKETING
    📍 Wooster, OH (Hybrid)

<u>Project highlight:</u> Currently, I am managing 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.

<u>Proficiencies</u>: Monday.com, AI/Machine Learning, HubSpot CRM Platform (marketing, sales, and data tools), Wordpress CMS, Google Marketing Platform (GA4, Looker Studio), Social Media/TikTok Ads, Google Ads

- Direct digital strategy for enrollment marketing, advancement campaigns, and key initiatives
- Produce data-driven reports for senior leadership and stakeholders, tracking and optimizing campaign performance
- 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

2023-2023
Huble Digital
PROJECT DIRECTOR
    📍 Chicago, IL (Hybrid)

<u>Project highlight:</u> 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 company 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).

<u>Proficiencies</u>: Jira, Teamleader Orbit, HubSpot CRM Platform (marketing, sales, and data tools), Wordpress CMS, Google Marketing Platform (GA4, Looker Studio)

- 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

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Recent Experience Continued...

2021-2023
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.

Proficiencies: HubSpot CMS, Google Marketing Platform (Analytics, Tag Manager), BugHerd, Miro, Adobe Creative Suite, Jira, Javascript, HTML & CSS, UX Design

- Lead implementation of new web tools, properties, and platforms
- 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
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

Proficiencies: Wordpress CMS, Google Marketing Platform (Analytics, Tag Manager, Data Studio), Slate CRM, Mailchimp, HTML & CSS, UX Design, SEO strategy

- Lead technical and on-page SEO strategy
- 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.