



# WILLIAM PEREZ

## Junior Affiliate Marketing Manager

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### PROFESSIONAL SUMMARY

Ambitious marketing professional with 2 years of experience in affiliate marketing and program management. Skilled in analyzing data to drive performance improvements and establish productive partnerships. Committed to leveraging innovative strategies to enhance brand visibility and revenue in a collaborative environment.

### WORK EXPERIENCE

#### Junior Affiliate Marketing Manager

Pineapple Enterprises

📅 Mar / 2024-Ongoing

📍 Santa Monica, CA

1. Led the development of affiliate marketing strategies to enhance brand presence and sales.
2. Collaborated with cross-functional teams to ensure alignment of marketing initiatives and brand messaging.
3. Analyzed performance data to identify trends and optimize marketing campaigns.
4. Established strong relationships with affiliates to foster collaboration and increase program engagement.
5. Implemented best practices for affiliate onboarding and training.
6. Coordinated marketing efforts with external partners to maximize reach.
7. Managed budgets and forecasts for affiliate marketing initiatives.

#### Affiliate Marketing Manager

Cactus Creek Solutions

📅 Mar / 2023-Mar / 2024

📍 Phoenix, AZ

1. Developed and managed a pay-per-sale affiliate program to drive traffic and sales for various brands.
2. Oversaw the affiliate marketing strategy for a leading e-commerce retailer, optimizing partnerships with over 350 affiliates.
3. Created and maintained detailed performance dashboards to track affiliate metrics and campaign success.
4. Streamlined processes for affiliate approvals, enhancing operational efficiency.

### EDUCATION

#### Bachelor of Science in Marketing

University of Georgia

📅 Mar / 2022-Mar / 2023

📍 Denver, CO

Focused on digital marketing strategies and analytics.

### SKILLS

Affiliate Marketing Strategies



Negotiation Skills



Project Management



Web Analytics



Copywriting Skills



### INTERESTS

🎨 Art

🤝 Volunteering

🌲 Hiking

🧘 Yoga

### STRENGTHS

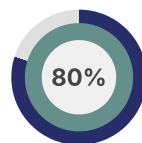
🔍 Criticality

☰ Detail-oriented

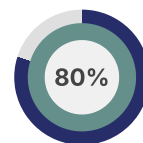
🤝 Diplomacy

😊 Enthusiasm

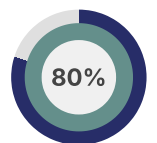
### LANGUAGES



English



Russian



French

### ACHIEVEMENTS

- ★ Increased affiliate program revenue by 30% through targeted campaigns.
- ★ Developed and implemented a streamlined onboarding process for new affiliates, reducing approval time by 40%.