

JOE ALAFFA

Digital Media Innovator | Project Manager

Experienced Digital Marketing Strategist with a proven ability to drive online growth in the dynamic online-tech and corporate-startup ecosystem. Skilled in targeted campaigns, web development, SEO, and project management. Managed partnership operations and cultivated successful partnerships. Leverages industry-leading tools for data analysis and design. Committed to innovation, workflow automation and delivering results across diverse industries.

WORK EXPERIENCE

Project Manager

Friday Night | Texas | January 2024 - September 2024

- Spearheaded the establishment and growth of a dual-channel retail clothing business, overseeing both online and physical store operations.
- Developed and executed a comprehensive brand strategy, encompassing identity, messaging, and visual elements.
- Implemented and optimized marketing campaigns to drive sales and increase online visibility, utilizing data-driven insights and A/B testing.
- Gained hands-on experience in project management, business planning, and customer service through the challenges and successes of building and operating a retail clothing store.

Marketing Specialist

Stellar Virtual |Texas, Indiana | February 2024 - July 2024

- Enhanced digital presence by designing a responsive website, developing targeted newsletters, and conducting in-depth SEO analysis to improve visibility and engagement.
- Optimized operations through streamlining the ticketing system for enhanced user experience and developing consistent brand kits for state schools.
- Supported educational initiatives by providing reliable IT support for state-wide testing and planning successful events to engage the community.

Marketing Director

Bright Scholar Public Schools | Texas | August 2023 - January 2024

- Enhanced CRM experience by creating engaging newsletters, streamlining email marketing, and coordinating community events.
- Overhauled centralized website to optimize user experience and search engine visibility.
- Managed social media, email campaigns, and parent relationships to foster engagement and positive outcomes, while collaborating with leadership to streamline processes and improve student achievement.

Agency Partnership Operations

Indeed Flex | Texas | December 2021 - May 2023

- Efficiently managed relationships with multiple staffing agencies per quarter, resulting in a 25% increase in allocation fulfillment.
- Contributed to both the technical foundation and customer-facing aspects of our software, working on backend development while also actively participating in product demonstrations and partner onboarding.
- Successfully managed both contract negotiations with stakeholders and partners, and the timely fulfillment of urgent staffing requirements through alternative sourcing strategies.
- Developed and implemented a comprehensive performance framework, ensuring agencies met agreed-upon standards, deadlines.

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SKILLS

- Project Management
- Digital Marketing & Virtual Advertising
- Partnership Operations
- Business Development
- Onboarding & Training
- User Experience (UX/UI) Design
- Website and Mobile App Development
- Video Production & Animation
- Process Streamlining & Improvement
- Industry Research & Trends
- Social Media Analytics & Reporting
- Risk Management & Decision-Making
- SEO & Content Optimization
- CRM Software & API Integration
- Graphic Design & Content Creation
- Brand Management

LANGUAGES AND CERTIFICATIONS

- HTML
- CSS
- Java Script
- Bootstrap
- Google Analytics
- HubSpot
- Hootsuite Platform
- Hootsuite Academy
- Microsoft Office

EDUCATION

(BS) Digital Media Innovation

Texas State University (2022)

(AA) Business Administration

South Texas College (2019)