








Aliya Burke

Digital Marketing Manager

Fearless, enthusiastic, and results-driven marketer with deep expertise in working with global licensees and fan communities. Adept at optimizing and building high-impact digital marketing and e-commerce campaigns.

CONTACT ME

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EDUCATION

B.A. Communication
San Diego State University
2014-2018

SKILLS

- AI: Content creation (ChatGPT, Canva, CreatorKit)
- Software: Shopify, SproutSocial, Google Analytics, Hive, Google Suite, Microsoft, and MailChimp.
- Certification in SproutSocial, PromoRepublic, Shopify and Mailchimp
- Experience managing 10+ profiles at once including content creation, strategy, and influencer marketing
- Experienced in media event planning and coordination
- Skilled in collaborating with external partners (authors, licensors) on diverse marketing projects.

WORK EXPERIENCE

Digital Marketing Manager

2022-Present

Insight Editions

- Created meaningful newsletter campaigns and contributed to newsletter cleanup programs, resulting in a 91% increase in open rates and a 7% increase in click rates YOY, and grew the mailing list by 12,000 subscribers. Initiated an SMS marketing program, generating \$93,000 in six months, accounting for a quarter of 2024 website sales with an ROI of nearly 8,000%.
- Increased total web sales in 2024 by 1.5K%, online store sessions by 22%, average order value by 116%, conversion rate by 360%, and returning customer rate by 121% YOY through strategic marketing initiatives and strong customer relationships.
- Single-handedly launched the influencer program, creating influencer lists, fostering relationships, and generating user-generated content (UGC) at no cost, leading to increased website visits and sales.
- Revitalized social media campaigns for two companies, achieving a 29% increase in impressions, a 58% rise in engagement, a 23.5% uptick in link clicks, and a 22% improvement in engagement rate. Developed a comprehensive content calendar for 10+ accounts, leading to a 14% increase in follower count.
- Collaborated with top licensors like Disney, Warner Brothers, Legendary, and Pokémon on social media announcements, giveaways, events, and convention planning, earning trust to attend all author and licensor kick-off meetings and major planning sessions.
- Played a key role in organizing the company's largest convention, including curated book lists, licensor relations with attendees, and planning custom-catered media events while increasing total sales over 100% YOY.

Associate Digital Marketing Manager

2018-2022

FSB Associates

- Led digital audits, improved client visibility online, supervised social media strategies, and managed virtual event logistics.
- Managed the CRM sales process and customer experience of two companies, FSB Associates a PR agency, and Pub Site a tech start-up for building websites
- Succeeded in increasing sales for PR projects by managing incoming inquiries, screening clients, and preparing proposals during the company's most profitable year in 27 years
- Managed multiple website projects, including budgets, timelines, and team members to complete websites on time and on budget
- Oversaw and optimized social media strategies for FSB, Pub Site, and select FSB client accounts, resulting in increased engagement and brand presence.

REFERENCES

Rachel Barry
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Highlights Magazine

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Founder and Principal
Full Complement Communications

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