

# ISABELLA SIRONI

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## CONTACT

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## PROFESSIONAL EXPERIENCE

### Senior Affiliate Manager

Ecomfy Lead | Miami, FL | November 2020 - March 2023

- Managed a team of two junior account managers and oversaw a portfolio of 200+ affiliate partners with a total revenue of \$12M+ generated in two years.
- Developed and executed a comprehensive affiliate recruitment and retention strategy, resulting in a 25% increase in active affiliates, a growth of over 50+ clients and a 50% increase in revenue within a year.
- Built a two-week training course for entry level affiliate managers tailored to company's needs, improving the onboarding process and setting new employees up for success.

### Creative Strategist

Thesis Hotel | Coral Gables, FL | May 2022

- Collaborated with the creative strategy team to develop and execute the overall campaign strategy and oversaw the final composition of all campaign executions in a printed campaign book.
- Managed the production of all campaign executions, overseeing the design and layout of print materials and ensuring they met brand standards and project timelines.
- Presented campaign concepts and designs to clients providing creative rationale and receiving feedback to ensure client satisfaction.

### Assistant Compliance Assessor

ICC Corp | Miami, FL | May 2017- May 2019

- Managed sales of compliance assessment services over the phone, achieving an average of 15 closed clients a month.
- Assisted in the development of comprehensive procedure manuals tailored to individual clients, improving compliance program effectiveness, reducing risk of regulatory violations and ensuring adherence to industry regulations and best practices.

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## EDUCATION & ACTIVITIES

### Creative Advertising B.S. C

University Of Miami

May 13th, 2022

- Miami **Silver Addy Award Winner 2022** by American Advertising Awards for copywriting **The Spoken Word**

### Nonprofit Operations Coordinator

JQ Foundation

September, 2020

- Responsible for streamlining tasks and activities, managing the organization's digital presence, collecting and analyzing data, driving revenue through events and newsletters, and managing all aspects of event planning and execution

### Business Administration Associate

Miami Dade College

December 21st, 2019

- Honors

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## SKILLS

- Skilled in public speaking- experience delivering presentations and training sessions.
- Experienced in conference networking - ability to connect and maintain relationships with clients, colleagues, and industry contacts.
- Strong sense of leadership - experience managing teams and projects, delegating tasks, and making strategic decisions.
- Proficient in Adobe Creative Cloud programs.