

ALYSON COOK, M.S.

Fallbrook, CA | (858) 946-8239 | alyson.cook@nyu.edu | LinkedIn: www.linkedin.com/in/alyson-cook

STRATEGIC MARKETING, COMMUNICATIONS, AND BRANDING

An expert wordsmith with **10+ years of experience** in multi-channel marketing, brand management, social media, content development, crisis management, marketing analytics, and media relations. **A data-driven, results-focused, and creative leader** with a **proven track record of successful integrated marketing campaigns** that drive increased brand awareness, ROI, web traffic, and a larger, more engaged social media community. **Recognized by C-suite** for delivering compelling content and brand strategy.

Areas of expertise include:

- Social Media and Influencer Programs
 - Content Creation
 - Budget Planning & Management
 - Project Management Methodology
 - DTC Marketing Strategy
 - Product Development
 - Crisis Management
 - Lead Generation/SEO/SEM
 - Data Analytics
 - Market Research
 - CRM Integration
 - Team Building/Training
-

PROFESSIONAL EXPERIENCE

DEXCOM, INC.

San Diego, CA

Marketing Manager, Direct-to-Consumer (DTC)

2019-Present

Associate Marketing Manager, Direct-to-Consumer (DTC)

2016-2019

Manage social media team and agency resources responsible for content creation, complaint triaging, community engagement, and digital advertising with a goal of driving a consistently lower CPO. Report on social media trends, issues, and analytics occurring on owned social media platforms and across competitive landscape, providing sentiment analysis and customer feedback to relevant stakeholders. Develop influencer program, partnerships, and events to drive steady pipeline of pitch-worthy content for public relations. Consult on international initiatives to ensure use of learned best practices and consistency of brand identity.

- **Quadrupled Dexcom's Facebook following in under three years**, growing total followers from 32K to 137K by creating content and sustaining engagement in a niche, heavily regulated industry.
- Developed strategy for, launched, and currently manage Dexcom's Instagram page, successfully **growing our following to over 60K** in two years.
- Designed and executed Dexcom's "Call of the Warrior" initiative, which **won "Best Social Media Campaign" at PR Daily's 2018 Digital PR & Social Media Awards**.
- Developed creative and aligned agency resources to **reduce digital advertising CPO** from mid \$300 to low \$200s
- Spearheaded the creation of and authored the **Global Social Media Playbook** used across the entire Dexcom organization.
- Implemented process and procedures for **resolving social media complaints and crises** in compliance with FDA regulations.
- Sourced and **onboarded best-in-class community management and listening tool**, and provided training to cross-departmental support staff.

STATE BANK OF INDIA (CALIFORNIA)

Los Angeles, CA

Marketing and Communications Manager

2015-2016

Hired to build a new department with accountability for internal and external communications, inbound marketing strategy, marketing analytics, brand identity, content creation, lead generation/landing page design, multivariate testing, and customer service and sales training for a bank network of nine branches and 120+ employees. Directed branding efforts while working closely with a cross-functional executive team to implement the Bank's \$5M core technology conversion on schedule, including online banking site redesign, mobile application production, and product development. Led a team of nine individuals/retail branches and managed annual budget of approx. \$400K with full compliance to regulatory mandates and reporting requirements.

- **Converted 65% of Bank clients to one or more of the new products/services post-conversion** by co-developing product strategy and roadmap to manage full product lifecycle from feature ideation and revenue impact assessment; to building wireframes/lightweight prototypes and coordinating with engineering during development; to product release, marketing, and post-release analysis. Oversee branding and user experience for mobile app currently in development.
- **Increased lead generation 47% within 90 days, with 32% improvement in conversion rates** after architecting an integrated digital and offline marketing strategy with focus on engagement and customer care, leading a complete redesign of the website's landing pages in line with current best inbound/SEO practices, and optimizing conversion funnel performance. Replaced reliance on expensive external digital agency and **reduced marketing costs 26%** as a result of this success.

STATE BANK OF INDIA (CALIFORNIA) (CONTINUED)

- **Drove 12% in-branch retail sales gains** as a result of single-handedly designing and executing the Bank's first coordinated customer service and sales education program and training executives, managers, and employees throughout the company. Introduced simple CRM system used by full internal team to improve prospect/client engagement.
- Consistently boosted click-through rates and ROI on fixed-term PPC advertising campaigns, **achieving improvements of up to 45% over prior results** by defining compelling value proposition for brand, establishing proprietary approaches to web analytics and content marketing, and writing and A/B testing engaging ad copy.
- **Reduced expenses for promotional items by 30%** by developing a proprietary regression model to optimize external vendor supply chain.

WELLS FARGO

Monrovia, CA

Personal Banker

2014-2015

Acquired core financial and banking competencies. Recognized for excellent client service.

STANTON PUBLIC RELATIONS & MARKETING

New York, NY

Account Executive (B2B Group)

2011-2012

Developed/Executed strategic and tactical digital marketing and media relations plans that maximized ROI for multiple clients.

Actively participated in new business acquisition. Introduced company to the potential of social media for media relations/client promotion, unlocking a key revenue stream the agency has continued to build out, and launched SPRM's first coordinated social media training program, providing guidance to managers and employees throughout the company.

- Secured earned media placements in **The Wall Street Journal, USA Today, Reuters, Dow Jones, The Huffington Post, CNNMoney, Bloomberg Radio/TV, NPR, The Los Angeles Times**, etc. for international technology, semiconductor, B2B, and financial clients by crafting tailored media strategies and thought leadership platforms, proactively pitching media contacts, and leveraging powerful storytelling to differentiate clients' UVP. Ghostwrote client bylines placed in **Forbes**, among others.
- **Delivered nearly \$3.5M in Earned Media Value** after architecting launch strategy and optimizing national rollout execution of Boston Beer Company's philanthropy initiative, *Brewing the American Dream*, including campaign targeting and segmentation, event planning and execution, drafting key interview talking points and media training C-level executives (including CEO, Mr. Jim Koch), and securing press coverage within seven of the top 10 major media markets.
- **Achieved page 1 Google rankings for several clients within only six months and increased organic search traffic by an average of 255%** by auditing site copy and promotional messages to identify SEO/traffic generation opportunities and leading internal teams of SMEs to create high-impact "cornerstone" and viral content.
- **Retained 98% of contracted clients and acquired new business to grow B2B Group by 30%, increasing billings by 37%**, as a result of co-developing customized strategies and compelling pitches for new and renewing client RFPs. Took initiative to design a departmental proposal template, dramatically increasing productivity and total of new business "wins".

CHILD'S PLAY COMMUNICATIONS

New York, NY

Assistant Account Executive

2010-2011

Hired to assist three busy account managers servicing multiple clients in the CG and CPG industries. Worked on traditional public relations (primarily print, TV, and radio) and digital marketing assignments, including managing social media and email campaigns.

- Secured earned media placements in **The Wall Street Journal, Parents Magazine, Chicago Tribune, and TechNewsWorld** among others by proactively pitching contacts using extensive knowledge of consumer clients, their products, markets, and influencers.
 - Assisted in launch of Elmer's Products' "Fuzzoodles Fiesta" social media campaign, **directly increasing product sales by 150%**.
 - **Grew clients' social media presence an average of 22% on Facebook and 24% on Twitter** through viral content development, targeting the right audiences, leveraging influencers, and ensuring each brand maintained its own individual voice.
 - Revamped email marketing content plans and schedule for multiple clients, **delivering an unprecedented average of 39% open rate (formerly 12%)** by dramatically improving copy and headlines.
-

EDUCATION

Master of Science in Public Relations and Corporate Communications, NEW YORK UNIVERSITY, New York, NY (2014)

Bachelor of Arts in Speech Communications, Honors, UNIVERSITY OF LA VERNE, La Verne, CA (2008)

Certifications:

Analytics and Adwords Certified, GOOGLE

Marketing Analytics XSeries: Marketing Measurement Strategy; Price and Promotion Analytics; Competitive

Analysis and Market Segmentation, UC BERKELEYx

The Analytics Edge, MITx

Inbound Marketing, HUBSPOT ACADEMY

Custom SEO Strategy, UDEMY

Publications:

Rethinking Reputation: How PR Trumps Marketing and Advertising in the New Media World (Doorley/Seitel, 2012)

- Sourced case study, researched associated theory, and drafted Chapter One in a book O'Dwyer's calls "*required reading for every communications student and their instructors, and for every person involved in a business.*"

Technical Summary:

Social: Sprinklr, Facebook, YouTube, Twitter, LinkedIn, Pinterest, Instagram, SnapChat, Vine, Vimeo, Yelp, Foursquare

Analytics: Google Analytics, HubSpot, Tableau, R & RStudio

CMS/Blogs/Developer: Joomla, Drupal, WordPress, Tumblr, Blogger, Fiserv, FIS, Google Developer & Webmaster Tools, Apple Developer, Amazon Developer, Bing Webmaster Tools

Email Marketing/CRM: SalesForce, Constant Contact

Internet Advertising: Google AdWords, Yahoo!, Bing Ads

Operating Systems: Microsoft Windows, Apple Mac OS X, Apple iOS, Google Android

Programming: Basic knowledge of HTML & CSS

Software: Microsoft Office, Adobe Creative Cloud, Agile