

LAURA MARTINEZ



(555) 234-5678



laura.martinez@email.com



Austin, TX

Education

University of Texas | Austin, TX

Skills

Affiliate program management ◆◆◆◆◆

Revenue growth strategies ◆◆◆◆◆

Data-driven decision-making ◆◆◆◆◆

Relationship building and negotiation ◆◆◆◆◆

Campaign tracking and optimization ◆◆◆◆◆

Budget forecasting and cost control ◆◆◆◆◆

Links

LinkedIn: /in/lauramartinez

Languages

◆ English: Fluent

◆ Spanish: Professional Proficiency

Professional summary

Driven Affiliate Marketing Manager with 7+ years of experience building affiliate networks and increasing revenue through strategic partnerships. Adept at analytics, relationship management, and scaling affiliate programs.

Experience

Luxe E-Commerce Co. | Austin, TX

January 2020 - Now

Affiliate Marketing Manager

- Grow affiliate partnerships by 50%, contributing to a \$3M annual revenue increase.
- Negotiate commission structures and incentives, improving partner retention rates by 30%.
- Analyze affiliate performance data, optimizing campaigns for a 15% conversion rate boost.
- Implement new tracking systems to streamline affiliate program reporting.

Modern Wellness | Dallas, TX

April 2018 - December 2019

Affiliate Specialist

- Developed relationships with 100+ affiliates, increasing traffic to the company website by 40%.
- Implemented new tracking tools, improving ROI analysis accuracy.
- Created customized promotional strategies for affiliates, boosting sales by 25%.
- Collaborated with the content team to create engaging promotional materials.