



ALLE JACKSON

BRAND & MARKETING MANAGER

CONTACT ALLE

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Denver, CO

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[LinkedIn profile](#)

ACADEMIC BACKGROUND

University of Iowa

2009-2013

Bachelor of Journalism & Mass Communication

Entrepreneurial Certificate

Study Abroad in Cochin, India

TECHNICAL SKILLS

- Social Media marketing
- Account Management
- Project Management
- Brand Strategy/ Development
- CRM and SaaS experience
- Word processors

MEET ALLE!

I'm an experienced Marketing professional with a background in a variety of different roles. From working on the Sales floor at Nordstrom, to a fashion tech startup, developing social media content, directing photoshoots, and overseeing the top performing influencer brands-I have come a long way in my Marketing career . I see myself as incredibly motivated, entrepreneurial, connected, and ahead of the curve.

CAREER EXPERIENCE

GLOBAL INFLUENCER MARKETING CONSULTANT

Crocs

November 2020- Present

- Identify potential talent for the Brand Ambassador program.
- Finalize deal terms and work with legal to develop contracts.
- Work with the creative team to develop a style guide for the talent to reference when creating content.
- Manage the day to day communication and long-term success of over 10 brand ambassador partnerships.

BRAND MANAGER

Digital Brand Products

October 2018- March 2020

- Identified new product/brand opportunities from our roster of 150+ fashion, beauty, home, and food influencers.
- Determined brand strategy, timeline, budget, social marketing plan, and forecasts for the most successful launch of the product.
- Managed the day to day communication and long-term success of over 15 influencer brands.
- Successfully launched brands with Amazon the Drop, Nordstrom, Revolve, Target, QVC, Rent the Runway, and more.

MARKETING MANAGER

Chinese Laundry Shoes

March 2018- October 2018

- Oversaw all external brand partnerships, event integrations, social media, influencer and PR efforts
- Created marketing plan & budget for the year
- Managed a team of six people
- Worked closely with the design team on the strategy and creative direction of all four Chinese Laundry brands

MARKETING & SALES COORDINATOR

Chinese Laundry Shoes

October 2016- March 2018

- Managed all communication & projects between the Sales and Marketing team
- Presented & maintained the role of lead project manager & trainer of Nuorder and Bynder programs

STYLIST & SALES EXECUTIVE

Trunk Club

March 2014- September 2016

- Consulted with 300+ clients through the process of styling and rebuilding their wardrobe
- Sold an average of \$50,000 in clothing per month
- Certified to design custom Men's clothing