

ALYSSA FUENTES

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Digital marketing account manager and writer who specializes in CRM and B2C digital marketing and CDP management. Responsible for creating compelling, data-driven marketing strategies to retain and grow consumer audiences. Expertise includes email marketing, paid advertising and media, data analytics, and SEO. My professional writing experience and digital marketing proficiency ensure that my teams always produce engaging and meaningful content.

CERTIFICATIONS

Adult First Aid | CPR AED Certified

EXPERIENCE

Account Manager | Reynolds & Reynolds | Sept. 2025-Present

- Manage a portfolio of 35+ automotive dealership clients around the country.
- Manage 40+ CDPs integrated with client CRMs.
- Create and launch strategized marketing campaigns for email, SMS, mail, and newsletter channels based on analyzed shopper interest and activity data.
- Communicate regularly with clients via video call, phone, and email.
- Periodically train clients on utilization of CDP software.
- Audit and optimize CDP marketing segments and materials as well as automated email, SMS, and mail marketing communications.
- Report regularly on shopper journeys, marketing ROI, and lead attribution.

Data Strategist | Reynolds & Reynolds | Oct. 2022-Aug. 2025

- Implemented strategic aspects of digital marketing campaigns for 40+ automotive dealership clients around the country.
- Carried out paid media strategies on Google, YouTube, Facebook, and Microsoft Ads.
- Managed budget and oversaw insights for search, display, Performance Max, video, dynamic, and social campaigns across paid media channels.
- Optimized ad copy, images, audiences, targeting, keywords and other settings for campaigns.
- Communicated regularly with clients via video call, phone, and email.
- Strategized and launched monthly customized email and newsletter direct marketing campaigns.
- Audited and managed automated email direct marketing communications. Analyzed data and derived insights for marketing strategy based on results.
- Reported on metrics and strategy and presented with data-driven storytelling.

Marketing Support Specialist | Reynolds & Reynolds | Nov. 2021-Sept. 2022

- Created campaigns for video, search, social, and display on Facebook and Google Ads.
- Built customized email and newsletter campaigns for auto dealership clients.
- Composed and scheduled organic social media posts as well as SEO content for auto dealers.
- Maintained social media pages and monitored running advertisements for audience interactions.

EDUCATION

Walter Cronkite School of Journalism and Mass Communication, Arizona State University

BA in Journalism and Mass Communication (May 2021)

- Barrett, the Honors College | Cronkite Dean's List | Minor: Spanish Language Studies
 - Produced weekly study abroad newsletter in Spain, *Fall 2019*