
Affiliate Manager Resume

Job Objective

To obtain a position of Affiliate Manager in order to bring about continuity for the company by using my skill set to your best advantage.

Highlights of Qualifications:

- Hands on experience in developing and maintaining successful affiliate campaigns
 - Exceptional knowledge of online marketing techniques
 - Huge knowledge of affiliate and search marketing procedures
 - Outstanding ability to analyze performance of data
 - Immense ability to maintain relationships for selling products and services
 - Amazing communication skills in both oral and written forms
 - Skilled in conducting internet marketing
 - Ability to assist in blog marketing
 - Wide knowledge of search and affiliate marketing
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Professional Experience:

Affiliate Manager

CoreLogic, Little Rock, AR

October 2008 – Present

- Developed revenue through affiliate and hired new affiliates and facilitated working of existing ones.
- Evaluated new affiliates, performed research of contacts and maintained knowledge on industry.
- Maintained effective relationships with affiliate and assisted in improving performance.
- Monitored all practices of affiliates and ensured compliance to company policies.
- Developed and implemented strategies to provide support to affiliate marketing.
- Determined correct banners and copies for all affiliates and ensured effectiveness of all products.
- Prepared campaign performance and analyzed performance to ensure maximum return on investments.
- Participated in various industry functions and network activities.

Affiliate Coordinator

quadrantONE, Little Rock, AR

August 2003 – September 2008

- Provided optimal customer services and administered everyday maintenance of various accounts.
- Developed strategies for affiliates on monthly and quarterly basis.
- Performed audit on affiliate inventory and analyzed data and results.
- Developed campaigns for various departments and customized it as required.
- Provided support to Affiliate Manager and developed new contacts.
- Prepared reports on a weekly basis for Affiliate Manager

Affiliate Specialist

GSI Commerce, Little Rock, AR

May 1998 – July 2003

- Prepared affiliate communications such as developing blog posts and newsletters.
 - Monitored affiliate activities and analyzed performance of affiliates and recommended changes.
 - Hired and monitored performance of new affiliates and partners.
 - Developed marketing tools and sales for various affiliates.
 - Participated in various seminars for industry related events.
 - Coordinated with product marketing and management teams and implemented programs.
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Education:

Bachelor's Degree in Business Administration

Crafton Hills College, Yucaipa, CA

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