

ANISKA COLEY

Implementation Coordinator

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KEY COMPETENCIES

Marketing Strategy & Operations, Project Management, CRM Management, HubSpot, Campaign Coordination, Analytics Reporting, Process Documentation, Cross-Functional Collaboration, Email Marketing Operations, Workflow Optimization

PROFESSIONAL EXPERIENCE

HER QUICK MARKETING SOLUTIONS / CONSULTING 10/2021 – Present

Implementation & Systems Consultant

- Led implementation of marketing systems for 50+ solopreneurs, improving funnel performance and sales outcomes by 80%
- Coordinated CRM setup, automation workflows, email campaigns, and analytics tracking
- Documented implementation processes that reduced onboarding time by 40%
- Provided post-launch support and optimization

JAIRUS MARKETING 08/2024 – 04/2025

Marketing Account Manager

- Supported implementation of marketing campaigns, websites, and email systems
- Designed a new SOP that enabled clients to launch initiatives 90% faster
- Tracked implementation milestones and ensured deliverables met quality standards
- Compiled analytics reports for post-launch reviews

UMBRELLA – Wholesale Digital Marketing Agency 10/2023 – 06/2024

Inbound Sales Representative

- Supported onboarding workflows and CRM setup processes
- Improved handoff efficiency between sales and delivery by 30%
- Supported revenue operations with consistent documentation and pipeline updates

ARVIG MEDIA 10/2023 – 05/2024

Digital Marketing Account Manager

- Coordinated campaign execution schedules and deliverables across teams
- Supported setup and optimization of paid media campaigns
- Improved tracking accuracy and reporting consistency by 25%

TSMA CONSULTING

04/2022 – 12/2022

Digital Marketing Account Manager

- Managed content calendars and campaign timelines
- Coordinated implementation of content and campaign strategies
- Supported rollout of standardized workflows

CHOOSE LIFE MARKETING

07/2021 – 10/2022

Digital Marketing Account Manager

- Supported implementation of digital marketing systems across multiple channels
- Improved campaign launch consistency by 35%
- Delivered data-driven insights that improved ad performance and engagement metrics

EDUCATION

Queens College, NYC

2022

Bachelor of Marketing

SKILLS

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|-------------------------------|-------------------|-------------------------|
| • Implementation Coordination | • CRM Systems | • HubSpot |
| • Marketing Automation | • SOP Development | • Process Documentation |
| • Quality Assurance | • User Support | |

CERTIFICATIONS:

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|--------------|------------------|---------------|
| • HubSpot | • SEM Rush | • FB/Meta Ads |
| • Google Ads | • CAPM Certified | |