

# LAURA MARTINEZ





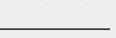


#### Education

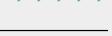
University of Texas | Austin, TX

#### 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.