Emily Johnson

Affiliate Marketing Coordinator

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📍 United States, Boston, MA

Education

✦ Bachelor of Science in Marketing

Boston University / Graduated: May 2019

✦ Certifications

- Google Analytics Individual Qualification (GAIQ), 2022
- HubSpot Content Marketing Certification, 2021

Skills

Skill	Level
Affiliate program management (Impact, ShareASale, CJ Affiliate)	*Expert*
Data analysis and campaign optimization	*Expert*
Strong negotiation and relationship-building abilities	*Expert*
Proficient in Google Analytics and Excel	*Expert*
Excellent communication and project management skills	*Expert*
Knowledge of SEO, PPC, and digital advertising	*Expert*

Professional summary

Motivated Affiliate Marketing Coordinator with experience driving revenue growth through strategic partner management, campaign optimization, and data analysis. Seeking to leverage my skills in affiliate program development and digital marketing to contribute to the success of a dynamic team.

Experience

✦ June 2021 - Now

Affiliate Marketing Coordinator

Rakuten Advertising / Boston, MA

- Manage relationships with over 50 affiliate partners, negotiating contracts and optimizing program terms to maximize ROI.
- Monitor affiliate campaign performance using platforms like Impact and ShareASale, providing actionable insights to partners.
- Collaborate with cross-functional teams to align affiliate promotions with broader marketing initiatives.
- Conduct regular training sessions and webinars for affiliates to improve program engagement and compliance.

✦ August 2019 - May 2021

Digital Marketing Assistant

HubSpot / Cambridge, MA

- Analyzed marketing data to evaluate campaign success and recommend improvements.
- Assisted in maintaining affiliate databases and ensuring accurate commission payments.
- Participated in brainstorming sessions to generate new promotional ideas for affiliate channels.

Professional Associations

- Member, Performance Marketing Association (PMA)
- Member, American Marketing Association (AMA)