

Alisha H. Runckel

let's connect!

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Summary

An accomplished digital marketing leader with expertise in driving strategy and managing teams to achieve success in both acquisition and retention programs. Direct experience profitably managing a multi-million dollar portfolio of marketing channels and campaigns, vendors, agencies, and projects. Skilled at creating and implementing strategic and tactical marketing plans in support of company vision and strategy while answering to a P&L. I thrive in fast-paced environments where I can make a real impact in the growth of a business.

Relevant Experience

Hanna Andersson

January 2016 - Present: Portland, Oregon

Digital Marketing Manager

- Lead the digital marketing vision, strategy, execution and operations for a multi-million dollar omni-channel brand.
- Own all digital marketing channels including PPC, SEO, affiliate network, influencer marketing, display, remarketing, social media, and new media.
- Lead retention efforts to improve customer lifetime value and order frequency.
- Manage all agency partnerships, as well as internal support team.
- Champion new digital marketing initiatives, greatly expanding the brand's digital reach .
- Develop and manage \$6+MM digital marketing budget and provide measurable insights to leadership team.
- Leverage data partnerships to refine channel targeting and create a 1:1 experience with customers.

Crafts Americana Group

December 2011 - December 2015: Vancouver, Washington

Director of Marketing and e-Commerce

- Architect behind a multitude of multimedia marketing pushes, including broadcast emails and targeted promotions, SEO/SEM campaigns, paid search campaigns, retargeting campaigns, partnerships, fan generating social media blitzkriegs, plus online events, contests, sponsored giveaways, online and print advertisements, press releases, and more.
- Collaborate with brand directors and VPs of purchasing, accounting, and IT to coordinate all aspects of new product launches and brand campaigns, ensuring the project is ready for a smooth rollout.
- Manage internal team to execute SEM efforts, including: comparison shopping engines, PPC, regargeting, programmatic display, and more.
- Responsible for directing advertising strategy and conducting media buys across all channels.
- 2013 and 2014 Readex Research "Advertising Excellence" Award winner for advertisements found in [Better Homes and Gardens](#) publications and other nationally distributed titles.
- In 2015, managed the expansion of the company's operations to Australia and the United Kingdom.

Crafts Americana Group

November 2010 - December 2011: Vancouver, Washington

Marketing and Public Relations Specialist

- Coordinate web banner advertising and SEO tasks.
- Write press releases, web text, and other marketing copy.
- Manage the ongoing media relations program.
- Track and report on all press received.
- Plan and measure all social media campaigns.
- Design landing pages and other web graphics.

Capital Pacific

November 2009 to September 2010: Lake Oswego, Oregon

Director of Marketing and Brand Development

- Plan and implement the company's rebranding efforts on all levels.
- Manage all email marketing, from content creation, list segmentation, A/B testing, and design.
- Devise plans and content for yearly and quarterly advertising campaigns and company events.
- Review and revise content for marketing materials, direct mail and e-mail, social media networking, and website.

Recent Accomplishments

- Led the RFP and selection process to identify a new email service provider (ESP).
- Managed the ESP migration, including sourcing of consultants, systems experts, and strategists to ensure a smooth transition.
- Supported the launch of a new eCommerce platform (Salesforce Commerce Cloud/Demandware) and owned all SEO-related tasks. Also advised eCommerce team on merchandising best practices, and site taxonomy.
- Migrated affiliate network from Rakuten to Impact Radius, allowing the company to take greater ownership of the affiliate program. Oversaw the team's processes, including publisher recruitment and migration, communication strategy surrounding the change, finance settings, legal negotiations and contract development, and supporting backend setup.
- Shifted internal culture to be geared toward a test-and-learn mentality.

References

- Alisha is simply one of the most organized and enjoyable people I have had the pleasure to work with. She is utterly tireless, and while she wore a lot of hats in our company, she never failed to deliver outstanding results on every project she took on. She is a wonderful manager, full of energy and creativity, and is amazing at bringing her team together for the greater good of the company. Alisha takes great pride in her career, and shows preparedness, intellect and insight throughout the work that she does.
-Alex Fong, Senior Demandware Engineer at KEEN Footwear (alex.fong@fuerstgroup.com or 360-721-2746)
- Alisha built a well-deserved reputation at Connecting Threads for being hard working, determined, dedicated, and focused. I feel privileged to have had a chance to work for her. Alisha's work ethic and enthusiasm are contagious. I felt lucky to have her on my team and even more so as a manager. I worked with Alisha on plenty of projects and she never wasted any time getting started. She was an incredible liaison between our department and others. No matter what it took, she managed to get everyone and everything together and performing at their best. Alisha consistently went above and beyond to ensure that only the best was delivered. Any team that has Alisha on it will be extremely lucky. She's easily one of the most uniquely talented people I've ever worked with.
- Katrina Leach, Graphic Designer at Salesforce (kat.leach22@gmail.com or 585-808-4768)
- Alisha is always ready to jump in and tackle any job or project. She can handle just about anything from graphic design, to writing assignments, to analytics, to organizing a tradeshow booth. When it comes to campaign planning, she has the magic touch that comes with truly knowing the audience. Alisha is diplomatic, professional and highly intelligent.
- Angela Modzelewski, Vice President at Sheer ID (angelamodz@gmail.com or 971-212-8312)
- Alisha is a marketing pro who brings incredible energy and dedication to every single initiative. She is an excellent project manager with the unique ability to wrangle the tiniest details while never losing sight of the larger goal. Alisha's also highly skilled in writing, graphic design, email/online marketing, social media, and marketing strategy. I've worked with her on all of these areas and have been thoroughly impressed. Besides that, she is a joy to work with: she has a great sense of humor and is dependable, humble and hard-working.
-Karla Zens, Marketing Director at Capital Pacific (kzens@capitalpacific.com or 415-274-2714)