Anneliese Kwarteng-Doyle

Affiliate and Partnerships Manager, E-commerce

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SUMMARY

Affiliate manager with 6 years growing partner programs for e-commerce brands on Impact, CJ and Awin. Grew an in-house program from $2.1M to $5.8M in annual partner revenue while holding cost per sale under 11%. Experienced in content and creator partner recruitment, tiered commissions, coupon policy and fraud screening.

EXPERIENCE

Affiliate Program Manager — Trailbloom Outdoor Goods

Denver, CO · Feb 2022 – Present

- Grew affiliate revenue from $2.1M to $5.8M a year over 3 years, raising the channel's share of online sales from 9% to 16%.
- Recruited 140 content and creator partners, 38 of whom now drive over $20K in sales a year each.
- Moved coupon sites from a flat 8% to a 3% commission on existing customers, saving about $190K a year with no drop in new-customer sales.
- Caught 2 partners using trademark bidding and cookie stuffing through monthly click audits, reversing $46K in invalid commissions.

Affiliate Account Manager — Northlight Partner Agency

Boulder, CO · Jul 2019 – Jan 2022

- Managed 6 client programs on CJ and Awin with combined partner revenue of $9M a year.
- Launched 2 new programs from setup to first $100K month within 7 months each.
- Built monthly partner newsletters with offers and creative for 1,200 publishers, lifting active partner count by 27%.
- Negotiated 14 paid placements on review sites, each tested against a 30-day revenue target before renewal.

SKILLS

Networks and platforms: Impact, CJ Affiliate, Awin, Rakuten Advertising, ShareASale

Partner types: Content and review sites, creators, loyalty and cashback, coupon sites, sub-networks

Program operations: Commission structures, tiered payouts, coupon policy, partner contracts, fraud screening

Analytics: GA4, Looker Studio, Excel, attribution and incrementality reports

CERTIFICATIONS

Impact.com Partnership Automation certification, 2023

EDUCATION

B.S. Marketing, University of Colorado Denver, 2019

Fictional example by FindAJobAI: the person, employers and numbers are invented.