

REBECA Y SIPE

DIGITAL MARKETING SPECIALIST | SOCIAL MEDIA MANAGER | CONTENT CREATOR

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ABOUT

Give me a scrappy budget and a cold inbox, and I'll turn it into revenue. An \$8.6K holiday email send, a Google Ads program I retired on purpose once organic search could carry it, a 177-partner affiliate pipeline built from a cold list: I like proving the math, not just telling the story. Email, SEO, affiliate marketing, content: I've run all of it hands-on, across a small business that's actually mine and two marketing teams, while finishing a B.S. in Integrated Media at Colorado Mountain College.

EXPERIENCE

Affiliate Marketing Intern | MIRA Safety 2026 – Present

- Sourced and qualified 177 affiliate prospects across 7 verticals, representing 45.9M in combined audience reach, using AvantLink to manage and track the pipeline.
- Drafted 200 personalized outreach emails (39 sent to date), earning a 20.5% response rate and converting 2 creators to paid affiliate partners.
- Built creative briefs and value-add creative, including carousels and interactive quizzes, to support affiliate onboarding and engagement.
- Write and send the affiliate program's monthly newsletter to the full affiliate roster.

Marketing & Web Manager | Align Wellness Mountain Massage, LLC 2021 – Present

- Grew the email subscriber list by 82% (358 → 651) and generated roughly \$17,600 in attributable sales across 8 campaigns, averaging a 52% open rate, including an \$8,617 holiday send.
- Managed and progressively tapered a \$500/month Google Ads (Smart Campaigns) budget over 2.5 years, running incrementality tests and pausing spend during peak tourism season to validate organic search strength; eliminated paid spend entirely by 05/2025.
- Built the organic SEO presence that replaced that ad budget: Google search alone now drives 3–5 new client inquiries per week, often exceeding available booking capacity.
- Own end-to-end web design and brand marketing for the business on Wix.

Video Marketing Intern | GoWhee App (Remote) 01/2026 – 08/2026

- Revived a YouTube channel dormant for 3 years, standing up the publishing cadence, brand voice, and content engine from scratch: producing 88 short-form Reels/Shorts and 12 long-form videos.
- Wrote SEO-optimized scripts for 2–3 weekly Shorts/Vlogs, improving discoverability across YouTube search.
- Edited and published a full 7-episode podcast season (35 supporting clips) and supported script creation with the social media team.
- Recognized in a written performance review for reliability, fast platform adoption, and leadership in improving the team's internal project-management system.

Additional Experience: Script Writer/Director/Editor, HAVOC (Spring 2025) led pre- through post-production for a team of 8. Donor Deck Designer, 5Point Film Festival (Fall 2025), designed fundraising materials for donor outreach.

EDUCATION

Colorado Mountain College

- Bachelor's of Integrated Media — 05/2026
- Certificate of Digital Marketing — 2024
- Associate of Graphic Design — 2024

SKILLS

Marketing & Analytics: Email Marketing, Google Ads (Smart Campaigns), SEO/YouTube SEO, Google Analytics (Level 1 & 2), Affiliate Marketing (AvantLink), Social Media Marketing (YouTube, Instagram)

Web & Creative Tools: Wix, WordPress, HTML/CSS, Adobe Premiere Pro, Adobe Photoshop, Adobe Illustrator, DaVinci, Figma, Canva, Riverside, Claude, Gemini, ChatGPT.

Productivity & Collaboration: Microsoft Office, Monday.com, Slack, Trello, Notion