

Alyssa Puzzo

CONTACT

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ABOUT

I am a dynamic freelancer blending my strategic thinking and design expertise to deliver impactful client solutions. With a proven ability to translate complex ideas into conversion-driven marketing, I help brands optimize experiences, scale operations, and achieve measurable results. By balancing creativity with business acumen, I create brand experiences that drive growth.

EDUCATION

FRAMINGHAM STATE UNIVERSITY

BA in Visual Communications
Minor in Art History
2007-2011

HARD SKILLS

- Content Development
- Conversion Rate Optimization
- Data Analytics
- Graphic Design
- Journey Mapping
- Project Management
- Search Engine Optimization
- Website Design

SOFT SKILLS

- Leadership
- Client Relations
- Problem-Solving
- Emotional Intelligence
- Growth Mindset
- Team Collaboration

AWARDS

WEBBY AWARD, 2018

Honoree, Healthcare Track

INC. 5000 LIST, 2018

Inc. 5000: Fastest Growing
Company – Placed #1,129

EXPERIENCE

FOUNDER & MARKETING STRATEGIST

Rising Tide Studio (2022 – Present)

- Led end-to-end website redesigns, boosting brand visibility and increasing user engagement by 20%
- Conducted SEO audits that delivered actionable insights, improving keyword performance and driving a 50% increase in site traffic
- Designed wireframes and developed CMS strategies that aligned teams, streamlining project workflows and enabling efficient builds
- Partnered with local businesses and startups to design marketing campaigns fostering brand growth and strengthening community

DIRECTOR OF DIGITAL STRATEGY

Digital Surgeons (2021 – 2022)

- Hired as the first internal marketing hire in 15 years of operations
- Integrated cross-departmental workflows, streamlining operations across sales, creative, development, and paid media teams
- Managed an agency website redesign and editorial calendar
- Consulted on brand strategy and implemented content frameworks, ensuring alignment with company values and initiatives
- Partnered with the COO to revamp internal marketing efforts and shape company culture post COVID-19 pandemic

DIRECTOR OF CONTENT STRATEGY

Julia Balfour, LLC (2011 – 2021)

- Served on agency leadership team for hiring and new business
- Achieved 400% business growth in website services, driving the agency's inclusion in the Inc. 5000 fastest growing companies list
- Lead architect of digital ecosystem for Hartford HealthCare from 2014 - 2021 across company-wide public and private websites
- Led the design and development of healthcare websites, becoming a Webby Award Honoree in the healthcare track
- Strategist of website redesign projects with a 1% - 3% bounce rate
- Managed cross-functional teams during COVID-19, delivering rapid development projects across multiple healthcare stakeholders
- Implemented agile and waterfall processes, improving project timelines and client satisfaction