

JAMES CARDONA

📍 Dickson City, PA
📞 (570) 241-6732
✉ cardonaj02@gmail.com
in /in/jamescardona

STRENGTHS

- Affiliate Marketing
- Business Analysis
- Project Management
- Account Management
- Digital Marketing
- Financial Consulting
- Data Analysis
- Strategy Development
- Communication
- Client Relations

TECHNOLOGY

- CJ Platform
- Impact
- SAP GUI
- Google Analytics & AdWords
- Moody's Risk Analyst
- Microsoft Office Suite
- Salesforce
- Awin
- ZOHO One
- G Suite

EDUCATION

The University of Scranton
*Graduate Certificate in
Enterprise Resource Planning*

*B.S. in Economics,
Finance and Philosophy*

PRIOR EXPERIENCE

Prudential Retirement
*Pension Benefit Analyst /
Registered Representative*
04/2010 - 05/2013

PROFESSIONAL SUMMARY

Highly-motivated professional with extensive experience managing a diverse client base and consistently exceeding both internal and client goals. Natural leader and communicator with success leading cross-functional teams and consulting with clients to influence key decision-makers. Demonstrated ability to conduct complex data analysis and synthesize information to provide key business insights

PROFESSIONAL EXPERIENCE

Acceleration Partners, Account Manager Remote • 11/2024 - Present
Manage a diverse portfolio of affiliate marketing programs across Impact and Awin platforms, supporting global clients and driving performance through strategic planning, partnership recruitment, and optimization initiatives.

- Lead client strategy sessions and business reviews, delivering data-driven insights and growth recommendations based on performance trends, seasonality, and KPIs.
- Negotiate terms with affiliate partners, analyze media opportunities, and provide strategic investment guidance to maximize ROI.
- Oversee project workflows, internal team deliverables, and cross-functional collaboration to ensure deadlines are met and client expectations exceeded.
- Conduct audits, resolve operational issues, and maintain program infrastructure to ensure seamless execution and high client satisfaction.

CJ, Client Partnerships Manager Remote • 11/2021 - 11/2024
Managed a client portfolio consisting of various verticals within the Affiliate Marketing space that generated ~\$20M in annual revenue YoY; including planning for budget and recruitment of new partners, negotiating terms, performance analysis of media booking, and reporting at various frequencies and granularity.

- Led and participated in client business reviews to analyze performance and develop strategies for growth based on identified trends, projections and seasonality.
- Negotiated and analyzed media opportunities to provide strategic recommendations for investment; facilitated publisher support as needed.
- Managed projects and responsibilities for those on my accounts to ensure client deliverables are met.
- Maintained program infrastructure for portfolio, including the investigation/resolution of client issues or questions, program audits and updates, recruitment and optimization of partnerships.

SLM Facility Solutions, Account Manager Green Lane, PA • 01/2020 - 03/2021
Managed a client portfolio, primarily in the restaurant industry, that generates \$1,000,000+ in revenue YoY; included project oversight, reporting to track the health of my accounts, handling any escalated issues within our operations team, and holding all stakeholders (internal and external) accountable for their duties.

- Managed the planning and logistics of all operations that affect my clients on a corporate level.
- Coordinated with our procurement team to negotiate pricing on various products and services on behalf of my clients.
- Partnered with Accounting on budgeting, reconciliation of invoices, work orders, and purchase orders to ensure accuracy before reporting to my clients.
- Reporting through a combination of Tableau, Excel, Pipeline (CRM), and Arca (ERP).

KDG, Business Analyst / Project Management Allentown, PA • 06/2019 - 12/2019
Led all ZOHO Development Team projects, managing client relationships, timelines, budgets, and change tracking to ensure top-tier quality and service throughout the project lifecycle.

- Coordinated SRS (Software Requirements Specification) document, inclusive of requirements, user types, business use cases, test cases, UML diagrams, and other vital project details.
- Gathered client requirements, coordinated resource planning, tracked progress and budgets, and partnered with developers and sales to deliver tailored business process solutions.
- Developed training videos to aid client engagement and confidence in system utilization.

Net Driven, Client Relationship Manager Scranton, PA • 12/2013 - 08/2018
Managed a client portfolio of \$800,000+ and up to 270 clients, providing individualized digital marketing services to a niche market including website development, SEO, and social media marketing.

- Maintained a 92% retention rate by developing strong client relationships and building long-standing trust
- Achieved a 116% YoY increase in revenue generation from effective cross-selling techniques
- Developed individualized strategies for clients and consistently assessed results to update objectives as required, maximizing project effectiveness
- Led cross-functional internal teams to communicate goals, ensure actions are aligned with the project vision and deliverables are met within strict time constraints