

ALEXA RAY

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OBJECTIVES

Strategic and results-oriented Marketing Manager with over 10 years of professional experience in developing marketing campaigns. Experienced with leveraging market research, SEM, social media campaigns, e-mail campaigns, online advertising, web analytics, and content marketing to drive conversions and brand exposure. Versatile go-getter with an insatiable drive for success and a whatever-it-takes philosophy.

PROFESSIONAL EXPERIENCE

COMPANY A, LOS ANGELES, CA **Digital Marketing Manager, 2015 – Present**

- Spearheaded digital content development to drive brand alignment and content engagement across multiple online platforms
- Collaborated with marketing director of Fortune 500 brand to develop optimized blog content for online publication and manage a \$100,000/month Facebook ad budget
- Grew engagement and impressions on social media platforms by an average of 200% within 1 year
- Increased weekly e-mail newsletter open rate from 8% to 20% within 6 months

COMPANY B, Los Angeles, CA **Marketing Director, 2012 – 2015**

- Masterminded and implemented full-scale digital marketing campaigns that made use of online advertising, e-mail marketing, and social media
- Spearheaded \$80,000 digital ad campaign that generated over \$1M worth of sales in 6 months by partnering with key influencers and interfacing with design team to create media
- Raised Facebook and Twitter engagement by 40% within first 3 months of social media plan implementation
- Supervised and trained marketing team in web content editing and media research

EDUCATION

EAST LOS ANGELES COLLEGE *Bachelor's Degree in Marketing, 2008* - GPA - 3.5

CERTIFICATIONS

- Google Analytics Individual Qualifications (2019)
- PCM – Digital Management Certification (2019)