

# ALEXA RAY

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*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.*

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## 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 A, 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

### COMPANY C, LOS ANGELES, CA

Marketing Associate, 2008 – 2012

- Conducted in-depth target audience and digital marketing trend research in order to develop online marketing strategies
- Increased content engagement through Google and YouTube ads
- Managed company blog and contributed to articles daily

## EDUCATION

East Los Angeles College - Los Angeles, CA  
Bachelor's Degree in Marketing, 2008  
GPA – 3.5

## CERTIFICATIONS

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