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Work Experience

Digital Science Media — Marketing & Client Management Director

06/2021 to Present, Baltimore, Maryland

Oversaw all client relations and strategy for more than 50 clients. Managed client marketing efforts and budgets exceeding \$20,000 a month. Leveraged Search, Display, and Social paid marketing to increase traffic and leads by over 70% per client. Responsible for all client onboarding and happiness during their tenure. Increased client retention by over 40%. Deployed cutting edge marketing strategies and platforms new on the market. Communicated on daily and weekly basis with clients to review performance and strategy.

Treetree Agency — Paid Marketing Manager

09/2022 to 01/2023, Columbus, OH

Strategized, created, and managed successful marketing campaigns with budgets over \$30,000 a month. Managed paid marketing campaigns on platforms such as Google, Bing, Stack Adapt, LinkedIn, Facebook, and Instagram. Spearheaded the new service of Google Analytics 4 from Google Analytics Universal for the company. Responsible for the monthly and weekly reporting of performance with tools such as Google Analytics, HubSpot, and Excel. Deployed new strategies to decrease cost per acquisition and increase overall leads.

Woodland Creek Furniture — Marketing & E-Commerce Director

July 2019 to Jan 2021, Tulsa, OK

Oversaw all web design, graphic design, and marketing campaigns for the entire company. Created and managed e-commerce, SEO, blogs, graphic design, catalogs, packaging, and marketing collateral. Curated and created videos, photographs, graphics and campaign strategies to enhance company reach in digital space. Increased online sales by 500% during employment. Coordinated exclusive V.I.P. client events to increase customer retention. Implemented new partnership program with local home contractors, interior designers, and real estate agents. Managed and delegated a monthly budget across many platforms.

Rewed Fitness — Digital Marketing Coordinator & Personal Trainer

May 2018 to July 2019, Tulsa, OK

KYLE ALEXANDER

Marketing & Client Management Director, fitness enthusiast and golfer with intense self motivation. Experienced creating and crafting company brand images, experiences, and strategies for more than 100 clients. I'm highly skilled in design, production, implementation, and management of marketing campaigns. I am looking to find a start in a field I am passionate about.

Organizations

Cystic Fibrosis Foundation

Golf Tournament Organizer 2013-14

Florida State Golf Association

Certified 4.5 Handicap

Skills

Certified Personal Trainer

Google Analytics 4

Google Search Ads

Display Ads

Facebook Ads

Bing Ads

YouTube Ads

Instagram Ads

TikTok Ads

Pinterest Ads

Created quarterly digital marketing campaign calendar integrating social media, email, digital display and search engine uniformly. Led professional photography and video sets. Oversaw curating the companies digital brand image. Implemented text message marketing across all locations. Responsible for more client registrations than any other employee over course of employment. Coordinated events benefiting local charities.

LinkedIn Ads

Education

Oklahoma State University — Business
Marketing

Aug 2013 to Dec 2017