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EXPERIENCE

Resia Miami, FL.

Digital Marketing Manager March 2023 – December 2023

- Increased revenue by surpassing Conversion Rate industry benchmarks by 5%, and reduced Customer Acquisition Cost (CAC) from \$380 to \$240.
- Coordinated CRM initiatives, established MQL funnel, enhanced Net Promoter Score increasing 8 points over 6 months and refined CRO, MQL, and SQL funnels with sales and revenue teams.
- Successfully created and managed paid search campaigns with half a million dollars budget.
- Introduced a new product pipeline reducing inventory turnover time by 2 months.
- Developed a strategic social media policy, trained executives on social media, managed content, and design, leading to a 10% increase in followers and enhanced brand awareness.

OUwebs Miami, FL.

Founder and Digital Marketing Strategist June 2017 – March 2023

- Executed marketing campaigns for over 50 clients, increasing their marketing spend ROI.
- Achieved outstanding outcomes, including an average lead conversion rate of 10% and a 75% surge in organic traffic for clients globally.
- Directed a multidisciplinary team of 10 professionals, including marketing specialists, developers, designers, and copywriters, to achieve project objectives efficiently.
- Implemented comprehensive digital marketing strategies, encompassing SEO, SEM, and CRM platforms such as HubSpot and Salesforce, with a focus on developing MQL and SQL funnels.

Yellow Lion Media New York, NY.

Digital Marketing Consultant September 2021 – May 2022

- Grew brand awareness for recognizable brands through national digital marketing campaigns.
- Designed and executed successful omnichannel campaigns, including website, paid advertising, social media marketing, and email marketing.

Fabius Labs Austin, TX.

Digital Marketing Consultant Aug. 2018 – Aug 2021

- Collaborated with engineering team to develop and implement data-driven, integrated customer experiences within the marketing technology stack enhancing customer engagement by 30%.
- Leveraged Agile and SCRUM methodologies to spearhead projects, consistently delivering results that exceeded expectations.

Upwork Miami, FL.

Digital Marketing Specialist & Web Developer October 2014 – June 2017

- Mastered digital marketing infrastructure setup and optimization, enhancing client online presence with tailored strategies, and developing 70+ WordPress and Shopify websites.
- Proficiency developed with CSS, HTML, PHP, JavaScript, jQuery and SQL, alongside strong skills in project management and user experience design best practices.

EDUCATION

Penn State University:

- Bachelor of Science in Marketing
- Bachelor of Arts in Economics
- Minor in Entrepreneurship

Languages:

- English - Bilingual Proficiency
- Spanish - Native Speaker
- Portuguese - Intermediate

SKILLS

Marketing Leadership:

- Strategy development and execution
- Market research and analysis
- Marketing campaign management
- Executive Communication
- Content Marketing
- Branding and Messaging
- Budget Management
- Project Management
- Organization and planning skills
- National and International experience
- Social Media Management

Digital Marketing:

- SEM & SEO
- Social Media Ads (Meta, LinkedIn, others)
- Data Analysis and Interpretation
- Lead Generation
- Marketing Automation
- Google Analytics and Search
- Email Marketing
- Sales Funnels and SQL
- CRMs (Salesforce, HubSpot, others)
- A/B Testing
- Website Development

CERTIFICATIONS

- Digital Marketing Strategy – Harvard Business School
- Google Ads
- HubSpot Marketing
- Salesforce
- Programming – IronHack
- Excell L2 - Yellow Belt