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Professional Experience

Harneys Fiduciary - Miami, FL

Digital Marketing Manager (Global) | May 2024 – present

- Increased website traffic by 30% through SEO strategies and Semrush and Ahref.
- Secured stakeholder buy-in to successfully execute global marketing campaigns, driving visibility and engagement to achieve digital transformation objectives.
- Planned and executed a unified marketing strategy, driving business development across 10 offices spanning the US, LATAM, Europe, and Asia with tailored communications and targeted initiatives.

Resia - Miami, FL

Digital Marketing Manager | March 2023 – December 2023

- Surpassed industry benchmarks by increasing conversion rates by 5% and reducing Customer Acquisition Cost (CAC) from \$380 to \$240.
- Enhanced Net Promoter Score by 8 points in six months through CRM optimization and customer journey strategies.
- Managed \$500,000+ in paid search campaigns, optimizing performance with Google Ads and HubSpot.
- Developed a product pipeline that reduced inventory turnover by two months, improving operational efficiency.
- Crafted a strategic social media plan, policy and executives training, boosting followers by 10% and expanding brand awareness.

OUwebs - Miami, FL

Digital Marketing Strategist and Founder | June 2017 – March 2023

- Achieved a 75% increase in organic traffic and an average 10% lead conversion rate for clients globally.
- Executed comprehensive campaigns for over 50 clients, delivering significant ROI improvements.
- Led a multidisciplinary team of 10 professionals across marketing, development, and design to meet project goals efficiently.
- Implemented advanced personalization strategies using HubSpot, Salesforce, and Google Analytics, optimizing MQL and SQL funnels.

Yellow Lion Media - New York, NY

Digital Marketing Specialist | September 2021 – May 2022

- Designed and executed omnichannel marketing campaigns, including web, paid advertising, and social media, increasing brand awareness nationally.
- Boosted engagement metrics across digital channels through data-driven strategies.

Fabius Labs - Austin, TX

Digital Marketing Consultant | August 2018 – August 2021

- Enhanced customer engagement by 30% through integrated marketing strategies and personalized campaigns.
- Applied Agile and SCRUM methodologies to manage and deliver projects on time and within budget.

EDUCATION

Penn State University

- Bachelor of Science in Marketing
- Minor in Entrepreneurship

Languages

- English - Bilingual
- Spanish - Native Speaker
- Portuguese - Conversational

SKILLS

Core Competencies

- Strategy development and execution
- Market research and analysis
- Marketing campaign management
- Marketing communication
- Content marketing
- Budget management
- Project management
- Organization and planning skills
- International marketing experience
- Digital transformation strategy
- Stakeholder collaboration

Digital Marketing

- Omnichannel marketing
- SEM & SEO
- Customer journey mapping
- Audience engagement
- Social media management
- Social media ads (Meta, LinkedIn, others)
- Email Marketing
- Lead generation
- Marketing automation
- Sales funnels and SQL
- Data analysis and Interpretation
- Google analytics and search
- A/B Testing

Technical Skills

- Meta Business Suite
- LinkedIn Campaign Manager
- CMS & Website Development
- CRMs (Salesforce, HubSpot, others)
- Proficiency with tools: Google Ads Manager, SEMrush, HubSpot, Salesforce
- Web development: HTML, CSS, JavaScript

CERTIFICATIONS

- Digital Marketing Strategy – Harvard Business School: Advanced training in marketing analytics and digital transformation.
- Google Ads
- HubSpot Marketing
- Salesforce
- Web Development Bootcamp (400 hours) – IronHack
- Excell L2 - Yellow Belt