

ALEXA REED

(Marketing Manager)

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PROFESSIONAL SUMMARY

Results-driven Marketing Manager with 8+ years of experience in executing successful B2B and B2C campaigns, specializing in digital strategy, brand development, and lead generation. Proven track record of increasing revenue and market share through data-driven initiatives and cross-functional leadership.

CORE COMPETENCIES

- Digital Marketing (SEO, SEM, PPC, Email)
- Campaign Strategy & Management
- Brand Building
- Data Analysis & Reporting (Google Analytics, HubSpot)
- Team Leadership & Mentoring
- Budget Management
- Cross-functional Collaboration

PROFESSIONAL EXPERIENCE

MARKETING MANAGER August 2018 – Present
Global Solutions Inc. – San Francisco, CA

- Led a team of 6 to execute 15+ annual marketing campaigns, increasing qualified leads by 35%
- Managed a $1M annual marketing budget, achieving a 12% reduction in Cost Per Acquisition (CPA).
- Grow website traffic by 48% and organic search visibility by 60% through targeted SEO and content strategy.

ASSOCIATE MARKETING MANAGER June 2014 – July 2018
Innovate Tech Ltd. – Boston, MA

- Executed multi-channel demand generation campaigns, resulting in a 25% year-over-year increase in product demo requests.
- Managed social media channels, increasing engagement by 80%
- Coordinated trade show presence (5 major events/year), boosting lead capture by 150%.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION (MBA) - Marketing Graduated 2014
University of California, Berkeley

BACHELOR OF SCIENCE IN MARKETING Graduated 2012
Boston University

CERTIFICATIONS

Google Analytics Certified (2023)
HubSpot Content Marketing (2022)