Alex Rivera

Marketing Manager

CONTACT

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SKILLS

SEO
Campaign strategy
Google Analytics
Budget management
Team leadership
A/B testing
Copywriting
Salesforce

EDUCATION

B.A. Communications
University of Illinois Chicago
2013 - 2017

PROFILE

Marketing manager with 7 years of B2B campaign work. I plan and run campaigns across search, email and events, manage a $1.2M annual budget, and lead a team of four.

EXPERIENCE

Marketing Manager, Fernwood Labs
Chicago, IL · Mar 2022 - Present

- Run campaign strategy for a $1.2M annual budget across paid search, email and events.
- Grew organic sign-ups 48% in 18 months by rebuilding the SEO plan and site content.
- Lead a team of four marketers and two agency partners.

Senior Marketing Specialist, Quillmark Software
Chicago, IL · Jun 2019 - Feb 2022

- Built Google Analytics dashboards that cut monthly reporting from three days to one.
- Ran 40+ A/B tests on landing pages and lifted demo requests 22%.

Marketing Coordinator, Tidewater Creative
Evanston, IL · Aug 2017 - May 2019

- Wrote copy for client email programs reaching 150,000 subscribers.
- Coordinated 12 trade show events a year, from booking to lead follow-up.