

Alex Ziegler

Portland, OR | (949) 378-7023

alexthezieg@gmail.com | alexthezieg.com

Marketing Manager

Digital marketing maven with professional experience managing marketing communications for luxury home goods. Particular expertise at managing multiple campaigns supported by a background in graphic design and photography for content creation. Versatile and dependable with a strong creative and management skill set for coordinating and supporting corporate marketing and messaging initiatives.

KEY COMPETENCIES

- Digital Asset Management / CMS / PIM
- Project Management / Campaign Coordination
- Graphic Design / Adobe Suite / Photography
- HTML / Wordpress / Web Analytics
- Marketing Collateral Development
- SEO / Web Optimization / AHRefs
- Social Media Management / Content Creation
- Copywriting / Branding / Social Platforms

EXPERIENCE

Digital Marketing Specialist - California Faucets **07/2019 - Present**

Hired to organize data sets of over 1 million product SKU to launch a new website by EOY 2019; manage contractors for web development, 3D product rendering and photographers for beauty images; write content calendar for social media and run digital marketing campaigns

- Partnered with distributors to create social media advertising campaigns with branded content and increased click through rate on ads from 1% to 4%
- Built SEO optimized content library from over 100,000 existing assets including images and video, increasing overall web traffic by 50% from 2021 to 2022
- Increased Ecommerce sales by 30% YOY and onboarded ecommerce distributors

Freelance, Marketing Manager - Forge To Table **08/2018 - 04/2021**

Built social media and web presence from launch of startup to the first \$1,000,000 in annual revenue

- Developed and maintained content calendar across social media channels
- Collaborated with influencers to produce sponsored content to drive sales

Marketing Coordinator - PIRCH **12/2018 - 06/2019**

Hired to manage loyalty rewards program and digital marketing initiatives including MailChimp, Google Adwords, Facebook Ads, and COX partnership

- Increased loyalty membership by 400% from December to May through internal promotion
- Created marketing reports to track leads, conversions, and KPIs for executive leadership team

Social Media Coordinator - University of Utah Alumni Association **01/2017 - 05/2018**

Hired to increase brand awareness, grow social media engagement and promote membership sales.

- Created exclusive summer advertising campaign and delivered to all social media followers, increased merchandise sales by 15%, and increased social media engagement by 300% in one year

EDUCATION

B.A. Strategic Communication - University of Utah (May 2016 - December 2018)

- Student Leader, Writing for Strategic Communication class - Led agency team for brand pitch
- Advanced Media Planning class - Voted President by class and collaborated with peers to create comprehensive integrated marketing plan for local business in automotive sector

General Education - Willamette University

(Hi, ask me about my hobbies: Aerial acrobatics, improv, stand-up comedy, PC building, and partner dancing)