

## Contact

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(LinkedIn)

aduranresume.com/ (Personal)

## Top Skills

Operational Management

Strategic Planning

Leadership

## Languages

Spanish (Limited Working)

English (Native or Bilingual)

## Certifications

License in Real-Estate Sales  
Associate

Certificate of Competition in Network  
Support Services

Certified ScrumMaster® (CSM®)

Certificate of Recognition for the  
MTG/Apple internship program

# Alex Duran

MBA Dynamic Business Professional | Strategic Leadership and  
Operational Expertise | Passionate About Innovation and Efficiency |  
CSM®

Kennesaw, Georgia, United States

## Summary

I hold an MBA, complemented by dual Bachelor's degrees in Business Administration and Marketing. With extensive experience as a strategic and results-driven executive, I have consistently delivered strong outcomes across various roles.

At Seed Home Solutions, I led significant enhancements in operational strategies, fostering a culture of collaboration, efficiency, and continuous improvement. At Ryze Agency and AdServices Inc., I directed marketing automation, managed large-scale operations, pushing for agile methodologies and digital transformation initiatives that substantially improved workflows and team dynamics.

Consulting for over 300 client accounts in both B2B and B2C environments has provided me with dynamic experience across multiple industries. My early career in IT as a system administrator equipped me with the skills to quickly master and implement new technologies, driving consistent business growth.

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## Experience

Seed Home Solutions

Chief Operating Officer

May 2019 - Present (5 years 6 months)

Acworth, Georgia, United States

As COO, I have driven company-wide transformation by leading multiple departments in executing complex, high-impact projects. Utilizing Agile and Predictive methodologies, I ensured projects were delivered on time and within budget. My strategic initiatives streamlined processes and optimized resource allocation, leading to greater operational efficiency. Through successful negotiations with key stakeholders, I enhanced business profitability.

Additionally, my expertise in graphic design and video editing supported the production of unique content that integrated seamlessly with digital and traditional marketing efforts, boosting brand engagement.

## Ryze Agency

Director of Marketing Automation

December 2017 - March 2019 (1 year 4 months)

North Lauderdale, Florida

Recruited to establish and lead the new marketing automation department, I developed and led initiatives that refined lead nurturing and client retention strategies. Through targeted email marketing campaigns, I consistently surpassed industry benchmarks, driving improved engagement and significant revenue growth. This approach enhanced brand visibility, strengthened client loyalty, and delivered a strong ROI, establishing a new standard of performance within the company.

## AdServices Inc.

3 years 2 months

Marketing Manager

September 2015 - October 2017 (2 years 2 months)

Hollywood, Florida, United States

Promoted to Marketing Manager, I led the creation and execution of comprehensive marketing strategies, managing budgets effectively to drive lead generation and brand awareness. I established and grew the company's marketing automation division, creating assets that supported measurable engagement growth. Through strategic vendor negotiations, I secured valuable cost savings, enhancing budget efficiency. I also implemented a CRM system that improved workflow tracking and collaboration across teams, enhancing productivity.

## Account Executive

September 2014 - August 2015 (1 year)

Hollywood, Florida, United States

In my initial role as an Account Executive, I managed campaign development for over 300 client accounts, ensuring alignment with client objectives and budgetary guidelines. I prepared detailed client briefs, conducted pitch presentations, and engaged in direct client interactions to tailor strategies to their unique needs. Leveraging project management principles, I consistently delivered high-performing campaigns that met or exceeded client expectations, building strong client relationships and driving successful outcomes.

## Campbell Property Management

Marketing Director Associate

January 2014 - September 2014 (9 months)

Deerfield Beach, Florida

Collaborated with the Marketing Director to develop and implement marketing projects, managing event promotions and customer acquisition efforts. Led CRM database updates to improve data-driven marketing strategies and enhance precision in campaign targeting.

### Vetus Novus Advertising

#### Marketing Consultant

February 2012 - February 2014 (2 years 1 month)

South Florida

Founded and developed a direct mail advertising solution for small businesses, managing end-to-end logistics, recruitment, and mentorship of a sales team. Spearheaded promotional campaigns to drive new customer acquisition and business growth.

### Aqua Air Systems

#### Executive Rainbow Dealer

January 2012 - October 2013 (1 year 10 months)

South Florida

Operated as a commission-based sales representative, conducting in-home product demonstrations and achieving a 1/3 sales closing rate. Recruited and mentored team members, and implemented a customer referral incentive program that expanded the client base and increased sales.

### Real Living- First Service Realty

#### Independent Real Estate Professional

December 2011 - October 2013 (1 year 11 months)

South Florida

Operated as an independent real estate professional, managing business operations from financial budgeting to strategic planning. Guided clients through the real estate process, providing in-depth market analysis and successful property promotions to maximize sales.

### Luminous Hilt LLC

#### Marketing Manager

July 2010 - February 2012 (1 year 8 months)

Miami

Created and executed a comprehensive marketing plan, driving brand presence and customer satisfaction. Led the development of marketing collateral, balanced pricing strategies with operational costs, and conducted market analysis to enhance competitiveness.

Nova Southeastern University  
Computer Systems Administrator  
May 2006 - October 2011 (5 years 6 months)  
Fort Lauderdale

Managed campus-wide technology infrastructure, leading automation initiatives, system migrations, and upgrades to improve operational efficiency. Oversaw vendor relations, procurement efforts, and directed a team responsible for critical technology operations.

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## Education

Nova Southeastern University Huizenga School of Business and Entrepreneurship  
Master of Business Administration, Entrepreneurship · (2010)

Nova Southeastern University School of Business  
Bachelor of Science, Marketing · (2008)

Nova Southeastern University School of Business  
Bachelor of Science, Business Administration · (2008)