

ALEX DURAN

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SUMMARY

A dynamic Marketing Professional with a solid foundation in Campaign Management, Marketing Automation, Content Creation, and Project Coordination. Proven track record of integrating traditional marketing with digital media to elevate brand awareness and engagement. Expertise in graphic design and video editing enables the creation of original content. Holds dual Bachelor's degrees and an MBA, with experience developed over years in various agency roles. Develops and executes marketing strategies, oversees budgets, and leads cross-functional teams to meet KPIs.

SKILLS

- B2B/B2C Traditional and Digital Marketing Strategies
- Campaign Planning, Brand Management and Development
- Creative Strategy and Content Creation
- Market Research and Analytics
- SEO/SEM Strategies, Project Management
- Client Engagement, Sales and Negotiation
- Cross-functional Leadership, Team Management
- KPI Tracking and Reporting, Risk Management
- Workflows Automation, Process Improvements
- Graphic Design, Video Production and Editing

EXPERIENCE

Director of Program Management

Seed Home Solutions - Kennesaw, GA | May 2019 - October 2024

- Designed and executed multi-channel content marketing strategies that unified brand messaging.
- Managed various project life cycles, ensuring timely, on-budget completion.
- Boosted online visibility and generated leads for investment properties using SEO/SEM strategies.
- Analyzed market trends to align marketing strategies with consumer demand, resulting in a 15% increase in lead generation and a 22% improvement in sales conversions.
- Crafted targeted marketing campaigns, increasing engagement by 15% and accelerating property turnover by reducing average DOM by 27%.
- Optimized budget and cost strategies to ensure effective marketing investment for projects.
- Negotiated favorable terms with lenders, investors, vendors, and clients, securing over \$1 million in project funding annually.
- Produced rehab progress and walkthrough videos, showcasing transformation and value.
- Led acquisitions team, optimizing property sourcing and investments with collaboration tools.

Director of Marketing Automation

Ryze Agency - Fort Lauderdale, FL | December 2017 - March 2019

- Developed marketing automation strategies, improving lead nurturing and customer retention, achieving a 6% conversion rate.
- Generated an average of \$40,000 monthly from client-focused email marketing campaigns.
- Integrated video editing into campaigns, enhancing user engagement and automation success.
- Achieved a 48% open rate and a 19% cart abandonment recovery rate, doubling industry standards.

Marketing Manager

AdServices Inc - Hollywood, FL | September 2014 - October 2017

- Established and grew the marketing automation division, coordinating strategies and creating marketing materials to enhance lead generation and client engagement.
- Conducted project consultations to capture client objectives, balancing traditional and digital strategies within budget for over 300 accounts.
- Produced bespoke graphic design projects, enhancing visual branding and marketing collateral.
- Negotiated a marketing automation platform contract, securing \$23,000 in annual savings.
- Guided the adoption of a new CRM system, improving team collaboration and reducing project management time by 45%.
- Collaborated with Creative Director to redesign brand assets, modernizing the company's brand identity to align with modern market trends.

EDUCATION

Master of Business Administration (MBA)

Nova Southeastern University Huizenga School of Business and Entrepreneurship | May 2010

Bachelor of Science in Business Administration & Marketing

Nova Southeastern University School of Business | May 2008

PROFESSIONAL DEVELOPMENT:

Toastmasters International: Regularly attended meetings and participated in public speaking events.

CERTIFICATIONS:

Certified ScrumMaster (CSM)

Scrum Alliance | Issued: May 2024

CORE COMPETENCIES:

- Strong Work Ethics
- Effective Communication
- Data-Driven Decision Making
- Problem Solving and Critical Thinking
- Analytical Mindset

LANGUAGES:

- English: Proficient
- Spanish: Conversational

TECHNICAL SKILLS:

- **CRM / Project Mgmt:** Accelo, Jira, Trello, Monday, Basecamp, Zoho, Insightly, Slack
- **Marketing Platforms:** Act-On, SharpSpring, HubSpot, Constant Contact, Mailchimp, Zapier
- **Creative Tools:** Pixelmator Pro, Photoshop, Final Cut Pro, Audacity, SketchUp, Maya, etc.
- **Office Application:** Microsoft Office, iWork suite, Libre Office, Google Suite
- **Web Development:** WordPress, Basic HTML, WooCommerce

CREATIVE PORTFOLIO:

View of creative work, including graphic design and video editing projects, visit aduranresume.com.

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DEAR HIRING MANAGER,

With extensive experience in marketing across diverse agency roles, I have developed effective strategies that drive growth and engagement in various industries. Backed by dual Bachelor's degrees and an MBA, my skills include campaign management, marketing automation, content creation, and project management. I am eager to bring these skills to an in-house team and contribute to the strategic growth of a single brand.

At Seed Home Solutions, I led an omni-channel content marketing strategy that increased brand awareness and engagement. I managed projects from inception to completion, integrating CRM and project coordination software to enhance efficiency and sales funnel management. Additionally, I created compelling visual content that improved customer engagement and brand visibility.

My agency experience at Ryze and AdServices Inc. provided a deep understanding of market dynamics across 300 client accounts. I directed numerous campaign projects, coordinated teams, and managed budgets strategically. Notably, I established a new marketing automation division and led the adoption of a CRM system that streamlined processes and improved workflow tracking.

My self-motivation and analytical mindset are key drivers of my success. The president at AdServices often remarked that he only needed to point me in the right direction and let me take it from there to deliver results. I thrive on improving systems and automating processes. If there's a possibility for automation or optimization, whether at work or at home, I am likely to implement it.

My professional website features a range of multi-channel marketing projects, including detailed marketing plans, Facebook ads, email designs, workflow charts, print ads, and signage. In addition to my expertise in campaign management and marketing automation, I have a strong passion for video editing and creative content production.

Thank you for considering my application. Please feel free to explore my professional resume site at aduranresume.com. There you'll find my career history, project accomplishments, and a portfolio showcasing my work, including marketing plans advertisements, and videos

SINCERELY,

ALEX DURAN