

ALEX DURAN

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ACHIEVEMENTS

- Established new marketing automation divisions at agencies.
- Transitioned large-scale development projects from predictive to adaptive processes.
- Implemented new ERP/CRM system to replace outdated workflows at agency.
- Assembled and led cross-functional Scrum teams at agencies and rehab company.

EXPERIENCE

Director of Operations

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

- Managed **project lifecycles** using a hybrid of **Agile** and **Waterfall** methodologies, resulting in faster turnaround times and improved rehab projects.
- Utilized **Monday** to organize lists, plan rehabs, and monitor progress from the acquisitions team, effectively managing **KPI tracking** and streamlining the market deployment and sales strategy by 24%.
- Led and mentored a remote **cross-functional** acquisitions team as a **servant leader**, training them in **Scrum** practices to enhance productivity and optimize asset acquisition.
- Implemented **budget management** and cost strategies, resulting in a 10% reduction in overall project costs, and **reduced scope creep** through Agile and attentive control measures.
- Fostered strategic partnerships and negotiated favorable terms through effective **stakeholder communication**, securing over \$1 million in project funding annually.
- Monitored project progress, employing **risk management** and **time management** strategies to ensure projects met specifications, were completed on time, and stayed within budget.

Director of Marketing Automation

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

- Took over marketing automation projects, implemented **workflows automation**, and enhanced customer engagement and retention while aligning outcomes with stakeholders' objectives.
- Transitioned organization to an **Agile marketing** approach and drove revenue growth through **strategic planning**, achieving an average of \$40,000 per month through targeted campaigns.
- Reorganized development team to operate under Scrum principles, utilizing **team management** strategies and developing training materials, including webinars and **SaaS** training for **SharpSpring**.
- Implemented **process improvements**, refining strategies to achieve a 48% open rate and a 19% cart abandonment recovery rate, doubling industry benchmarks.
- Managed budget and **resource allocation** to optimize lead generation and customer retention, achieving a 6% conversion rate.

Marketing Manager

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

- Conducted **project consultations** for over 300 client accounts, capturing **stakeholder objectives**, balancing strategies with budget constraints, using **JIRA** to streamline workflows and sprint tracking.
- Guided the adoption of **Accelo**, improving team collaboration and reducing project time by 45%, while transitioning processes from Waterfall to Agile with **incremental improvement strategies**.
- Implemented **Kanban boards** to streamline smaller marketing projects, while developing and executing strategies across traditional and digital channels to increase lead generation and brand visibility.

- **Established the marketing automation division**, coordinating strategies and leading the creation of marketing materials, while facilitating **cross-functional collaboration** teams for agency projects.
- Negotiated an **Act-On** marketing automation platform contract, saving \$23,000 annually, and led IT upgrade projects for **continuous improvement** and enhanced operational efficiency.
- Conducted webinars and training videos on new SaaS platforms while leading **change management** initiatives, including reorganizing the development team to operate under **Agile principles**.
- Collaborated with the Creative Director on redesigning brand assets to modernize the company's identity, ensuring **quality assurance** in **B2B** marketing initiatives to align with market trends.

EDUCATION

Master of Business Administration (MBA)

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

Bachelor of Science

Major 1: Business Administration & Major 2: Marketing

Nova Southeastern University School of Business | May 2008

CERTIFICATIONS:

Certified ScrumMaster (CSM)

Scrum Alliance | Issued: May 2024

PROFESSIONAL DEVELOPMENT:

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

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
- **Office Suites:** Microsoft Office, iWork suite, Libre Office, Google Suite
- **Web Development:** WordPress, Basic HTML, WooCommerce

REFERENCES:

Professional and Personal available upon request, including letters of recommendation.

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DEAR HIRING MANAGER,

With extensive experience as a strategic and results-driven executive, I am well-prepared to contribute to your team and enhance your company's operational success.

In my previous role at Seed Home Solutions, I managed projects from inception to completion, driving significant improvements in operational strategies. I developed a culture of collaboration, efficiency, and continuous improvement. My responsibilities included overseeing key departments such as Sales and Marketing, Procurement and Logistics, Information Technology, Finance and Accounting, and Legal. I also brokered strategic partnerships, led project development initiatives, ensured regulatory compliance, and drove organizational growth through strategic planning and execution.

While directing marketing automation at Ryze Agency and managing large-scale operations at AdServices Inc., I pushed for agile methodologies and digital transformation initiatives that substantially improved operational workflows and team dynamics. Consulting for over 300 client accounts in both B2B and B2C environments has given me dynamic experience across multiple industries. These roles have deepened my expertise in strategic planning and stakeholder management, making me a proficient leader for complex and dynamic business environments.

With a strong IT background as a system administrator early in my career, I have a talent for quickly mastering and implementing new technologies. My ability to learn and leverage new systems has consistently driven business growth. I am particularly proud of establishing a new marketing automation division and leading the adoption of a CRM system, which significantly streamlined processes and improved workflow tracking.

My self-motivation, critical thinking, 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 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.

Thank you for considering my application. I am looking forward to discussing how my background and skills align with your goals.

SINCERELY,

ALEX DURAN