

ALEX PATEL

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PROFESSIONAL SUMMARY

Results-driven marketing professional with 6+ years of experience developing and executing integrated marketing campaigns for technology companies. Expertise in digital marketing, content strategy, and brand development. Proven track record of increasing customer acquisition and engagement through data-informed marketing initiatives.

SKILLS

- **Marketing:** Brand Strategy, Content Marketing, SEO/SEM, Email Marketing, Social Media
- **Analytics:** Google Analytics, Marketing Attribution, A/B Testing, Campaign Performance
- **Tools:** HubSpot, Marketo, Salesforce, Hootsuite, Mailchimp, Adobe Creative Suite
- **Project Management:** Campaign Planning, Budget Management, Cross-functional Collaboration
- **Technical:** Basic HTML/CSS, WordPress, Shopify, Microsoft Office Suite
- **Languages:** English (Native), Hindi (Fluent), Spanish (Conversational)

PROFESSIONAL EXPERIENCE

SENIOR MARKETING MANAGER

CloudTech Solutions, San Francisco, CA

March 2021 - Present

- Lead integrated marketing campaigns for SaaS products, resulting in 45% increase in qualified leads
- Develop and implement content marketing strategy, growing organic traffic by 65% year-over-year
- Manage digital marketing budget of \$1.2M with consistent positive ROI across channels
- Oversee email marketing program with 250,000+ subscribers, achieving 25% open rate and 3.5% CTR
- Collaborate with product, sales, and design teams to create compelling messaging and marketing materials
- Supervise team of 3 marketing specialists and coordinate with external agencies

MARKETING SPECIALIST

TechStart Innovation, San Francisco, CA

January 2019 - February 2021

- Executed multi-channel marketing campaigns for B2B technology products
- Created and optimized content for website, blog, and social media platforms
- Implemented SEO strategy that increased organic search visibility by 40%
- Managed marketing automation workflows in Marketo, improving lead nurturing efficiency
- Analyzed campaign performance metrics and prepared reports for leadership team
- Collaborated on product launches and coordinated event marketing activities

MARKETING COORDINATOR

Digital Media Agency, San Jose, CA

July 2017 - December 2018

- Assisted in the planning and execution of marketing campaigns for technology clients
- Created social media content and managed posting schedules across platforms
- Prepared marketing performance reports using Google Analytics and social media insights
- Supported event marketing activities including trade shows and webinars
- Maintained marketing calendar and coordinated approval processes

EDUCATION

MBA, MARKETING CONCENTRATION

University of California, Berkeley - Haas School of Business, Berkeley, CA

2015 - 2017

- GPA: 3.8/4.0
- Marketing Club President
- Case Competition Finalist

BA in COMMUNICATIONS

University of California, Los Angeles, Los Angeles, CA

2011 - 2015

- GPA: 3.7/4.0
- Minor: Business Administration
- Dean's List: 7 semesters

CERTIFICATIONS

- Google Analytics Individual Qualification
- HubSpot Inbound Marketing Certification
- Marketo Certified Expert
- Content Marketing Institute Certification

PROFESSIONAL DEVELOPMENT

- Member, American Marketing Association
- Speaker, MarTech Conference 2022 - "Data-Driven Content Strategies"
- Regular contributor to Marketing Technology blog