

ALEX CABALLERO

Houston, TX · (832) 600-1025 · alex.caballero@comcast.net · linkedin.com/in/acaballero88

DIGITAL MARKETING MANAGER / SEO · EMAIL · ADS · ANALYTICS

SUMMARY

Bilingual and data-driven Digital Marketing Manager with 8+ years of experience leading omnichannel campaigns, optimizing conversion funnels, and leveraging analytics to inform strategy. Proven track record of driving brand growth through paid media, SEO/SEM, CRM segmentation, and cross-functional team leadership. Adept in using tools like GA4, Klaviyo, Meta Ads Manager, and SQL to uncover insights and execute performance-driven strategies.

CORE COMPETENCIES

SEO/SEM Strategy · Email & SMS Marketing (Klaviyo, EZtexting)
Paid Media (Meta Ads, Google Ads) · Campaign Development
CRM & Audience Segmentation · A/B Testing · Lead Generation
Google Analytics (GA4) · SQL · HTML/CSS · Content Strategy
WordPress · Magento · Affiliate Marketing · Influencer Management

PROFESSIONAL EXPERIENCE

TXAT – AGUILA AMMUNITION DISTRIBUTOR — Houston, TX

Digital Marketing Manager · Mar 2022 – Present

- Managed Klaviyo email & SMS marketing program, improving CTR by 25% and driving consistent eCommerce revenue growth.
- Designed and executed affiliate strategy (Avantlink), generating new passive income stream and partner reach.
- Administered web updates in Strapi.js CMS and supported UX improvements to boost product visibility.
- Produced bilingual content for press releases, product pages, and promotional materials; translated Spanish to English.
- Directed creative production for product campaigns, coordinating photo/video shoots and paid ad assets.
- Monitored campaign performance using GA4, identifying high-ROI traffic sources and audience segments.
- Managed influencer partnerships and social giveaways, growing Instagram engagement by 40%.
- Led email content calendar, segmentation strategies, and post-send analysis to refine messaging by audience type.
- Led SEO initiatives including on-page optimization (titles, meta descriptions, headers), resulting in improved keyword rankings and CTR.

- Conducted keyword research and implemented content strategy aligned with search intent, increasing organic traffic by 30% YoY.
- Used Screaming Frog and Google Search Console to audit site health, fix crawl errors, and improve Core Web Vitals performance.
- Supported website architecture planning and schema markup to enhance SEO visibility and SERP appearance.

WAY COMPANIES – B2B HVAC SERVICES — Houston, TX

Marketing Manager · Jan 2017 – Mar 2022

- Developed and led digital strategy across SEO, social, and paid advertising; improved search engine rankings significantly.
- Increased branded vanity metrics by 200% and achieved 25% average engagement rate on LinkedIn and Facebook posts.
- Oversaw WordPress website content updates including case studies, press releases, and blog posts.
- Managed and mentored two marketing interns; led cross-functional collaboration with sales, HR, and design teams.
- Coordinated complex RFP/RFQ submissions across departments, including layout and narrative creation.
- Ran LinkedIn and Facebook ad campaigns for brand awareness, lead gen, and recruitment.
- Created internal marketing processes, streamlining proposal generation and campaign reporting workflows.

WAY COMPANIES – B2B HVAC SERVICES — Houston, TX

Marketing Coordinator · Jan 2014 – Dec 2016

- Managed social media accounts across Twitter, Facebook, Instagram, and LinkedIn.
- Designed and deployed email newsletters and announcements using Mailchimp.
- Collaborated with HR to develop internal communications and employee engagement campaigns.
- Assisted in technical documentation and SOPs by coordinating with engineering and sales teams.

FREELANCE — Houston, TX

FREELANCE CONSULTANT

Digital Marketing Consultant · 2020

- Executed paid ad campaigns for small businesses on Meta and Google platforms, boosting impressions and CTR.
- Designed branding elements and logos for clients to support new business launches.
- Updated and optimized client websites, improving UX, SEO structure, and load speed.

EARLY CAREER

Journalist / Public Relations · The Daily Cougar · 2010–2014

- Wrote and published articles in both English and Spanish for print and online editions.
- Researched news stories and met tight publishing deadlines.

EDUCATION & CERTIFICATIONS

Bachelor of Arts, Creative Writing – Minor: Business Administration
University of Houston, 2014

Certifications:

- Google Analytics (GA4) – Google Academy
- SEO & Social Media – HubSpot Academy
- Email Marketing Design – Udemy
- Python, JavaScript, SQL – Udemy/Online Courses

TECHNICAL SKILLS

Google Analytics · Klaviyo · Meta Ads Manager · WordPress · HTML/CSS · SQL · Strapi · Magento · Canva · EZtexting · Trello · Semrush · Sprout Social · HubSpot · Salesforce · Marketo · Adobe Suite · On-Page SEO · Keyword Research · Technical SEO · Google Search Console · Semrush · Ahrefs · Screaming Frog

LANGUAGES

English (Native), Spanish (Fluent)