

ALEX CABALLERO

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DIGITAL MARKETING MANAGER | SEO • EMAIL • ADS • ANALYTICS

PROFESSIONAL SUMMARY

Bilingual and data-driven Digital Marketing Manager with 10+ 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
- Paid Media (Meta Ads, Google Ads)
- CRM & Audience Segmentation
- Google Analytics (GA4)
- WordPress, Magento
- Email & SMS Marketing (Klaviyo, EZtexting)
- Campaign Development
- A/B Testing & Lead Generation
- SQL, HTML/CSS
- Content Strategy

PROFESSIONAL EXPERIENCE

TXAT – AGUILA AMMUNITION DISTRIBUTOR

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

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 generation, and recruitment
- Created internal marketing processes, streamlining proposal generation and campaign reporting workflows

WAY COMPANIES – B2B HVAC SERVICES

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 CONSULTANT

Digital Marketing Consultant • 2020 – Present

- 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

THE DAILY COUGAR

Journalist / Public Relations • 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

Analytics & Data

Google Analytics (GA4)
SQL
Google Search Console
Semrush
Ahrefs

Marketing Platforms

Klaviyo
Meta Ads Manager
HubSpot
Salesforce
Marketo

Technical & Design

HTML/CSS
WordPress
Magento
Adobe Suite
Canva

Additional Tools: Strapi, EZtexting, Trello, Sprout Social, Screaming Frog, Avantlink, Mailchimp

LANGUAGES

English (Native), Spanish (Fluent)