



ALEXIS RABINOVITZ BUCHWALD

Brand & Marketing Director

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Experienced marketing and branding professional with 6 years of industry expertise. Proven track record in crafting impactful marketing strategies and campaigns. Recently completed a comprehensive full-stack programming course focused on JavaScript, igniting a passion for coding and web development. Skillfully blending marketing prowess with emerging coding skills to create dynamic digital solutions. Adept at project management, creative problem-solving, and collaborative teamwork. Excited to leverage this unique combination of marketing and coding skills to drive innovative and holistic approaches.

HARD SKILLS

Brand Development	Campaign Management	HTML5, CSS
Advanced Excel	Communications and PR strategies	JavaScript
Adobe suite	CRM	Node JS
Developing strategic alliances.	B2B negotiations	SQL

PROFESSIONAL EXPERIENCE

ISRACAP

BRAND & MARKETING DIRECTOR

August 2022 – June 2023

- Creating and developing marketing and branding guidelines.
- Developing a strategic marketing plan, coordinating a budget of +500K USD yearly.
- Designing and developing a strong corporate image, creating a brand manual, website design, creating content and using SEO to increase visibility.
- Developing and implementing social media strategies, including content in both Spanish and English.

- **Achievement #1:** Coordinated 4 consecutive events in four different cities focused on real estate in Israel: New Jersey, Miami, CDMX and NY, generating more than 200 qualified leads in each one of them.
- **Achievement #2:** Implemented and developed a new CRM optimizing our client communication and mapping a successful customer journey.

IOS OFFICES

BRAND & MARKETING COORDINATOR

October 2017 – February 2022

- Designing and coordinating brand awareness and positioning marketing strategies nationwide through traditional channels (ATL and BTL) and also digital (Social Media, Influencers, Email Marketing, Newsletters, Blogs, SEO/SEM) this with the purpose of fulfilling KPI's (leads, cost per click, conversion rate, ROI and sales).
- Coordinating and developing online and in person corporate events (IOS Network Summit, IOS charity race, Webinars and B2B events) achieving +1200 annual private events for lead generation.
- Planning, assigning, and reporting the brand awareness and positioning company budget to achieve customer loyalty. +1.2M pesos to develop loyalty programs.
- Responsible for communication strategies, PR, strategic alliances and sponsorships with +30 companies (Linio, Rappi, Transtelco, Innovasport, Vivaerobus, etc.)
- Collaborating with customer service, sales, and IT to develop corporate projects such as the company's web page and the built inhouse CRM.
- Collecting and analyzing quantitative and qualitative data (Benchmark) to improve client acquisition, segmentation, and retention employing the built inhouse CRM.
- Maintaining and improving Key Accounts satisfaction with 92% NPS.

- **Achievement #1:** Generated ROI of 21.88% buy prospect acquisition, +12K leads with 10K qualified, 80% CR, and increased by 74% the website's visits.

- **Achievement #2:** Coordinated Logistics & PR for 4 consecutive years (2018, 2019, 2020 and 2021) for the offline and online event "IOS Network Summit" with the goal of improving connections between businesses (B2B), with 1,500 attendees.

- **Achievement #3:** Lead and coordinated for 5 consecutive years (2017, 2018 ,2019, 2020 and 2021) the offline charity race "IOS OFFICES Race" (Monterrey, Guadalajara and Mexico City) and online for the rest of the country, with +7,000 attendees and gaining more than +1.5 M pesos.

COMMUNITY LEAD

March 2017 – September 2017

- Workplace operations manager, responsible for administrating contracts and organizing events for +50 different accounts, ensuring a productive, efficient and enjoyable work experience with customer satisfaction.

- **Achievement #1:** Increased the business center's occupancy to 85%.

COMMUNITY HOST

November 2016 – February 2017

- Assuring customer satisfaction and front desk activities

LANGUAGES

Spanish – Native

English – C2

French – B1

EDUCATION

Bachelor in Marketing, Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) Campus Santa Fe, August 2011 – December 2015

- **International Experience,** Burgundy School of Business, Dijon, France. January – May 2013

COMPLEMENTARY EDUCATION

Course in Advanced Microsoft Excel – Udemy – 2020

Course in SQL – Udemy – 2022

Full Stack Programming – DI Learning – 2023