

Alexander D'Amore

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PROFESSIONAL SUMMARY

AI-first **Senior Marketing Strategist** with 9+ years bridging the gap between creative growth strategy and technical automation. I specialize in architecting custom AI-driven solutions that replace manual labor with autonomous code, saving enterprise teams hundreds of operational hours. Proficient in both marketing tech such as **HubSpot, Ahrefs and Apollo** as well as AI agentic tools such as **n8n, Cursor, and Antigravity**.

I transform complex data into revenue-generating engines. Previously scaled the Empire State Building's TikTok to **1.2M followers** and now lead high-level AI integration strategies for global brands in the Nordics such as Novo Nordisk, Specsavers and Boligsiden.

CORE SKILLS

- **AI & Automation:** n8n, Make, Zapier, Antigravity, Cursor, Codex style copilots, custom agent workflows, prompt engineering, building reusable GPT style tools for teams
- **Growth & Performance Marketing:** LinkedIn Ads, Meta Ads, Google Ads, funnel optimization, MQL and pipeline generation, LTV and cohort analysis, testing frameworks
- **MarTech & Data:** HubSpot, Salesforce, SQL, GTM, event tracking, attribution, lead scoring, routing and lifecycle automation
- **Experimentation & Analytics:** GTM strategy, A/B testing, SWOT, advanced analytic reporting, reporting automation, translating complex results into clear business recommendations

WORK EXPERIENCE

Senior Consultant, AI & Growth Marketing

Dear Future - Copenhagen, Sept 2025 to Present

- Designed and built n8n based automation frameworks that connect ad platforms, CRM & data warehouses, cutting manual reporting & lead routing work by up to 70% for key accounts
- Created a AI agent platform for Novo Nordisk to see brand sentiment across the web as well as many other bespoke software solutions for enterprise clients using Antigravity & Opus 4.5.
- Delivered comprehensive AI integration strategy for Boligsiden.dk, the largest property portal in the nordics including GEO & AEO solutions.
- Utilized Codex and n8n automations to create an internal lead scoring engine directly integrated with HubSpot via MCP saving the sales team 10+ hours of time per week.

Senior Consultant, Marketing Strategy & CRM

Sunrise Marketing Agency - Copenhagen, 2025 to Present

- Owned social strategy and content planning for SaaS and sustainability clients, leading LinkedIn and community-first campaigns that amplified brand presence by 24%.
- Built modular CRM pipelines within HubSpot and Clay helping increase MQL conversion rates by 44% for key accounts.

Senior Manager, Digital Marketing Strategy*Renegade Marketing Agency - NYC & Copenhagen, 2022 to 2025*

- I took the Empire State Building from 0 to 1.2M followers on TikTok in just one year.
- Directed strategy development for urban real estate and financial clients, managing multi-disciplinary teams across paid, content, and UX.
- Conducted in-depth research to define service white spaces and guide product innovation, resulting in measurable performance lift and client retention.
- Co-created client-facing narratives, pitch decks, and thought leadership that supported successful brand repositioning and GTM campaigns.

Senior Manager, Digital Marketing Strategy*Global Citizen - NYC, 2020 to 2022*

- Developed cross-platform strategies to drive institutional partnerships, corporate engagement, and global participation in campaigns on health, climate, and equity.
- Synthesized audience insights and performance metrics into actionable brand narratives, leading to a 7x increase in ROAS and +120k followers on core platforms.

Manager, Performance Marketing*Renegade Marketing Agency - NYC, 2016 to 2020*

- Lead social media analyst and paid ads manager for The Empire State Building and B2B enterprise clients; crafting marketing data frameworks and visual dashboards that informed C-level decisions.
- Gained over 1.2M followers for the Empire State Building on TikTok and 800K on Instagram during my tenure utilizing my social media strategies.

Senior, Social Marketing Consultant - Part Time Consultant*WeThink Social - Copenhagen, 2020 to 2021*

- Built the agency's digital strategy practice from scratch, with a focus on value proposition design and audience segmentation.
- Led qualitative research and content planning for sustainability and fintech clients, laying the groundwork for product launches and acquisition plays.

EDUCATION**B.Sc. Environmental & Data Science***Kent State University - 3.8GPA - Thesis on urban mobility***CERTIFICATIONS***Facebook Blueprint Media Buying Professional (2025)**HubSpot Marketing Hub – Advanced (2025)**HubSpot Sales Hub – Advanced (2025)**Google Analytics 4 (2024)*