

# ALEXANDER SHAMY

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**SaaS Marketing Strategy**  
**Growth & Growth Hacking**  
**Funnel Optimization**

**UI/UX Design**  
**Front End Design**  
**Display Advertising**

- Marketing and design professional with over 3 years internet startup experience.
- Skilled at unlocking growth opportunities through creative strategies and analytics driven optimization.
- Demonstrated leader with experience hiring and managing social media marketing teams.

## WORK EXPERIENCE

### HEYO/LUJURE MEDIA INC (FEB 2011 - PRESENT)

**Product & Growth Specialist** **New York, NY** **2014 - present**

Wireframed and designed new consumer facing software and products. Researched product consumption patterns to match product value to target market to pricing structure. Overhauled all paid acquisition and display advertising creative. Monitored user onboarding funnel to identify opportunities to increase free account signup rate. Managed customer lifecycle email structure to encourage higher rate of app engagement.

- Increased website visit to signup conversion rate from below 5% to over 10%
- Exceeded targets for free account signups by optimizing the discovery and signup process
- Grew app utility rate and drove app usage through in app design and innovative growth techniques

**Customer Experience Associate** **Blacksburg, VA** **2011 – 2012**  
**Content Marketing and Community Manager** **Blacksburg, VA** **2012 – 2014**

Hired and led SEO and social media team of interns to align blog and social marketing strategy with company goals. Managed daily blog content scheduling and relationships with content partners and social influencers. Designed, maintained, and optimized Heyo Blog on WordPress to optimize for SEO. Produced weekly webinars ensuring paid marketing and customer acquisition funnel drove maximum ROI.

- Grew unique monthly blog visits by over 400% through new marketing strategy. 75% of all traffic from organic search
- Managed content from over 100 total authors, 500 published posts and over 1.5m all time page views
- Increased Facebook Page Likes to 40k+, Twitter Followers to 10k+, active blog subscribers to 10k

### ROANOKE CITY PUBLIC SCHOOLS (MAY - AUG 2010)

**Student Technology Assistant** **Roanoke, VA** **Summer 2010**

Oversaw hardware, software, and operating system maintenance and repairs on both Mac and PC devices.

## INVOLVEMENT

**LinkedIn Live, Personal Branding Panelist and Session Leader** **Blacksburg, VA** **July 2013**  
**Blacksburg Park and Recreation, Head Basketball Coach** **Blacksburg, VA** **2012 – 2014**

## EDUCATION

**Virginia Tech, Bachelor of Arts in Public and Urban Affairs** **Blacksburg, VA** **May 2012**