Alex Zenios

Digital Marketing & Web Strategy Expert

A / Z

Contact

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Education

Bachelor of Science
eBusiness
University of Phoenix, 2005

Associate Applied Science
Web Visual Design
Harper College, 2003

Skills

- Creative Strategy
- Web Strategy
- Agency Relationships
- Cross-functional leadership
- Project organization
- Process improvement
- Team leadership
- Budget oversight
- UI/UX Architecture
- Fluid Responsive Design
- A/B Testing
- Cookie Consent
- Audio/Video Editing
- Adobe Creative Cloud Suite
- Front-end: HTML, CSS, JS
- Content Management Systems:
  - Adobe Experience Manager
  - Sitecore
  - Crownpeak
  - Wordpress

Profile

Dynamic leader in digital marketing and creative web solutions, with an innovative approach to UI/UX design and strong team leadership. Proven track record of improving organizational efficiency and strengthening digital presence for prominent pharmaceutical brands.

Experience

Amgen - Horizon Therapeutics - AbbVie - Motorola

Sr. Manager, Global Customer Capabilities - Web Strategy, Amgen
2023 - Present

- Lead the digital integration for Horizon Therapeutics' acquisition into Amgen systems. **Promoted** to oversee a team responsible for the successful integration of web and other digital properties. Solely manage multiple design and development agency relationships to ensure seamless execution and alignment with organizational objectives.
- Quickly adapted to the Amgen digital environment and took the lead in ensuring a seamless 1:1 migration of key rare and ultra-rare disease brands from Horizon Therapeutics.
- Responsible for newly integrated Horizon Therapeutics brands (installed as the rare disease business unit) as well as Amgen's enterprise web strategy.
- Own creative strategy and manage the complete design system in Figma, ensuring consistency and scalability across digital assets.

Sr. Manager, Digital Marketing Platforms, Horizon Therapeutics
2020 - 2023

- Developed and launched **"Skyline,"** a suite of digital marketing platforms including SkylineSites, SkylineEmail, and SkylineAds (Banner Ad Campaigns), along with interactive visual aids (IVA) for sales teams. Took sole leadership in building the digital platform, assembling the team, and establishing streamlined processes.
- Collaborated with vendor partners, including Epsilon, to drive decision-making and execute large-scale projects, such as a major platform rewrite and the launch of multiple brands web sites.
- Orchestrated global site launches for tepezza.com, krystexxa.com, uplizna.com, thyroideyes.com, nmosdinfocus.com alongside others for rare disease patients.

Manager, Digital Marketing Platforms UI/UX, AbbVie
2018 - 2020

- Brought the AbbVie Digital Marketing Platform (admp) UI/UX to life by introducing design and development standards for reusable templates and components, branded **'ivy.'**

References

- References available upon request.

Experience

● **Manager, Digital Marketing Platforms UI/UX (Continued),** AbbVie
2018 - 2020

- Directly interfaced with US Commercial brands including Humira, Skyrizi, Rinvoq, Orilissa, Oriahnn, Venclexta.
- Started with Adobe Experience Manager and a small / agile team to create and integrate initial round of components **currently in use** for all branded / unbranded websites (humira.com, skyrizi.com, rinvoq.com, psoriasis.com).
- Hands on experience with new platform coding and authoring content for all sites.
- Created best-in-class living documentation site for managing internal and external agencies.
- Oversaw external agencies and led an internal team of front-end developers for admp ivy, Played the role of direct interface to creative agency partners.
- Became well-versed in the Medical Regulatory process and FDA submissions for web properties.
- Sites launched with admp ivy with my direct involvement: humira.com, skyrizi.com, rinvoq.com, skyrizihcp.com, orilissa.com, psoriasis.com

● **Designer, Front-end Developer, Manager,** Motorola
1998 - 2018

- Owned end-to-end UI/UX for motorolasolutions.com on Adobe Experience Manger.
- Managed a team of front-end developers while working with IT to integrate front-end development work successfully. Maintained lead architect role in DevOps / agile process.
- Developed multiple experiences for motorola.com, including Motorola Lighting and Motorola Automotive.
- Began career at 16 years old with self-taught knowledge while attending school full-time.