

# Raquel Basso Alexander

[LinkedIn profile](#) | (310-463-4347) | raquelbasso1@gmail.com

## Summary

CMO with 15+ years scaling consumer and B2B2C brands to \$400M+ revenue. Proven track record in category creation, brand strategy, and building high-performing full-stack marketing organizations in hypergrowth environments. Experience spans fintech, telecom, and digital health, including women's healthcare.

## Work Experience

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**Nav Technologies, Bay Area** (fintech company providing financial health to 2.5M+ SMBs)

**Chief Marketing Officer (CMO)** | February 2025– Present

- New category creation: developed and executed a measurable brand strategy to establish “business credit” as a new category, driving awareness through earned, owned, and paid channels
- Rebuilt growth marketing in-house, cutting \$360K in overhead while scaling spend 65%, reducing CAC 6%, and launching new channels (TikTok, Direct Mail, Mobile App, and Meta at +70% growth and -56% CAC).
- Revitalized organic growth: reversed SEO declines restoring double digit MoM growth within 3 months
- Implemented AI first marketing workflows: automated email coding, scaled copy with custom GPTs, and piloted an AI SDR agent, boosting efficiency without headcount growth
- Omni channel orchestration: implemented cross-channel scoring and routing model across sales, lifecycle, and paid channels, driving 50% lift in conversion rate

**Midi Health, Bay Area** (fastest growing women's telehealth platform)

**Advisor to the CMO** | December 2024– April 2025

- Advised CMO on performance marketing strategy, new channel expansion, and measurement/attribution frameworks.
- Guided organization design and talent planning to scale marketing capabilities in a high-growth, regulated environment

**TextNow, Bay Area** (largest alternative wireless provider with 100M+ downloads)

**Vice President of Marketing & Growth (SLT/ELT)** | February 2023– October 2024

- Led entire marketing organization - user acquisition, CRM, brand, PR, social, creative services, and product marketing
- Repositioned brand from VOIP app to alternative wireless provider, launching first of its kind cellular product and growing positive brand sentiment by 4x YoY
- Grew 8-figure UA budget by 30% YoY while reducing CAC by -11% via incrementality testing, value-based bidding and new channel expansion
- Built brand marketing campaign listed as a finalist for “Best Product Launch” in Digiday Awards 2024
- Completely re-built website, growing new web registrations by 70% via CRO and SEO

**Vice President of Growth** | April 2022 – February 2023

- Built growth marketing function, leading paid user acquisition, new customer partnerships, marketing tech and CRM
- Led cross-functional growth pod, across product, marketing and analytics
- 9x growth in wireless subscribers in less than 6 months through acquisition, CRM, product and pricing strategy
- Drove 1.5X ROAS improvement in search with synthetic event bidding optimizations, in partnership with data science
- Improved new customer retention by 17% with new lifecycle onboarding campaign

**eHealth, Bay Area**

**Vice President & General Manager, eCommerce** | April 2021 – April 2022

- Owned P&L for a \$100M+ fast growing eCommerce business, delivering 52% YoY revenue growth in 8 months
- Built cross-functional team and roadmap (paid digital, SEO, CRM, product) from the ground up
- Delivered 200% YoY growth in paid channels with an 8-figure budget through bidding automation, data integration, content strategy and CRO
- Increased website conversion rate by 205% YoY through personalization, messaging and UX improvements
- Grew emailable base by 222% YoY while increasing open rates by 63%, through email capture and nurture campaigns

## ***Shutterfly, Bay Area***

### **General Manager, Photo Books & Prints | October 2019 – April 2021**

- P&L ownership of largest product category, overseeing \$400M in topline annually
- Reinvigorated new customer growth in category, driving 45% YoY revenue by launching new product line from concept to \$8M/year, developing product and positioning strategy, go to market plan
- Led cross-functional team of 40+ across product management, merchandising, operations and marketing

### **General Manager, Mobile Apps | January 2019 – October 2019**

- Grew the mobile app business from <\$1M in revenue to \$250M annually through marketing, product and content
- Full P&L ownership of the app business, leading cross-functional team of product managers, engineers and marketers

### **Sr. Director, Growth & Mobile Marketing | March 2018 – December 2018**

#### **Director, Mobile Performance & Product Marketing | December 2015 – March 2018**

- Owned all paid and organic app and mobile web marketing, including app store optimization, app CRM and more
- Drove 240% new customer growth by pairing unique app promotional strategy with scaling paid and organic marketing
- Profitably scaled app marketing spend by 5x, while improving CPIs by -25%
- Built rapid-testing framework for creative, CRM, and algorithmic product creation with 120% increase in revenue
- Developed unique app and mobile positioning, messaging and GTM strategy based on analytics and consumer research

## ***Electronic Arts, Bay Area***

### **Director, Global Mobile Performance Acquisition | June 2015 – December 2015**

- Built and led global team with a 9-digit marketing budget, with partnerships across 9+ international EA studios
- Increased ROI 60% YoY through post-install event passing framework for real-time media optimization
- Implemented personalization framework across audience, channel and creative, increasing CTR, CVR and LTV
- Led all international spends across North America, APAC and EMEA

### **Sr. Manager, Performance Acquisition | June 2012 – June 2015**

### **Sr. Mobile Marketing Specialist | April 2010 – June 2012**

### **Associate, Channel Marketing | June 2009 – March 2010**

## **Education**

University of California, Los Angeles | Bachelor of Arts, Communication Studies; Genetics | GPA 3.97 | Dean's Honors List | Summa Cum Laude

## **Awards & Speaking Engagements**

Chief Marketing Officer Extended Leadership Team (EA) | Game Services Leadership Accelerator Program (EA) | Digiday "Best Product Launch" finalist (TextNow) | Alpha Phi Executive Board

Speaking Engagements: Grow.Co; Mobile Growth Summit; Postback; AppNation; eTail West; Applift Fraud Webinar; Appsflyer MAMA

## **Technical Skills**

Google Analytics, Tableau, Looker, Microsoft Suite, Google Suite, advanced Excel, Salesforce, Braze, Marketo, Adobe Suite, Optimizely, Google Ads, Facebook Ads Manager, LLM and AI tools