

ALEXANDRIA RAE KLIMOWICZ

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Personal Website / Portfolio: www.alexandria-rae.com

Senior Performance Marketing Manager

Exceptionally innovative, ambitious, and results-driven digital marketing manager and brand strategist possessing +10 years of experience directing creative artistic strategy and driving execution for small and large-scale organizations on a local and global scale, specializing in content optimization, search engine, social media marketing, and display advertising. Proven track record operating at both strategic and tactical levels to drive creative initiatives that increase client engagement, streamline processes, and generate revenue, while achieving company goals and milestones.

Dynamic leader, able to lead highly-skilled teams through large-scale and collaborative projects from conception to completion, while remaining committed to ensuring project accuracy and managing individual and team expectations through project deployment. Highly analytical, capable of generating key performance metrics and analyzing results, while implementing digital marketing best practices. Inclusive and highly-motivated professional committed to maximizing profitability and minimizing distractions, while remaining extremely detail oriented. Passionate, nurturing, and engaging, capable of promoting company culture and beliefs in an individual and team atmosphere.

CORE & TECHNICAL PROFICIENCIES

Digital Strategy & Planning | Digital Tactics & Execution | SEO & Best Practices | Campaign Development | Project Management | Sales & Marketing | Team Leadership & Collaboration | Partnership Establishment | Vendor Relations
Media Branding | Content Writing & Proof Reading | Digital Advertising | Interpersonal Skills

Social Media Platforms | Shopify | Shogun | Amazon Seller | WordPress | Magento 2 | Buffer / Sprout / Hootsuite / Agora
Klaviyo Email Marketing | Mail Chimp | Google Analytics | Microsoft Office Suite | Adobe Photoshop / Illustrator | Final Pro
Cut | Canva Enterprise | GIFs Creation | Mac / PC Literacy | Reputation.com | SEM Rush | QR Code Creator | BaseCamp |
Active Collab | Sprout Social

ACCOMPLISHMENTS

- Successfully conceptualized and developed a social media content calendar outlining clear brand objectives, in addition to organizing local directory listings enabling organic SEO growth.
- Remodeled and revamped the social media presence with fresh new content for the entire St. Luke's brand, totaling 1,133 posts vs 319 in 2019, which marked a substantial increase of 74% in the total published posts.
- Significantly boosted and improved social media impressions for both Tarpon Springs, Villages, Reflections and additional location pages totaling the impressions to an overall increase of 235.5% vs 7.2% prior to my employment.
- Enabled both cross-selling and upsell on the company's website, contributing to month-over-month organic growth of \$30K in additional revenue for Designer Eyes Inc.
- Led and developed what became a viral social campaign for a new product release via organic & Facebook Ads, resulting in record viral views capturing 21M views in under 12 days and a total of 27M views in 30 days.

PROFESSIONAL EXPERIENCE

Digital Marketing Consulting, Safety Harbor, FL
Consultant

May 2018 – Present

Direct the creative digital marketing strategy and execution for a variety of clients from various industries with the aim of promoting and improving each client's online marketing strategies. Effectively ensure awareness is generated, while guaranteeing various projects and assignments were properly supervised and executed to completion. Conduct key tasks such as planning, digital marketing campaigns, including web SEO/SEM, email, and social media and display advertising. Provide organizational efforts, calendar development and in-house training and launching for social media pages, while maintaining a key role in the company hiring process.

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Selected Accomplishments:

- **Unfinished Business:** Created 2 print ads for a band who is being featured in a local magazine.
- **BLC Consulting:** Created 5 print ads for a client of the company owning a tattoo parlor and these inserts were used as national advertisements for a popular tattoo supply magazine.
- **Veterans Plus:** Delivered in-house training to a local non-profit on launching a social media page, which included one-on-one classes on creative strategy contention creating, as well as deploying Facebook Ad Campaigns.
- **Olive Branch Farms:** Devised and implemented a 3 month special media calendar and posts for a local small business that sells handcrafted soaps and candles online and at farmers markets, while also creating a variety of posts including engagement, giveaways, testimonials, products, in addition to motivational engaging posts.
- **Ella Paradis:** Developed a social media content calendar outlining clear brand objectives, performed website merchandising for products, and developed A/B email campaigns resulting in an average open rate of 68%.
 - Additional tasks included crafting product descriptions and uploading new products to eCommerce websites, while collaborating alongside the PPC Manager to identify products, brands, and campaigns.
- **TWN Communications:** Created a social media content calendar with clear brand objectives and organized the local directory listings, which enables organic SEO growth.
- **D'Lites Ice Cream & Market Place:** Directed the organization's social media marketing strategy and content creation, as well as website concept strategy, including an outline of goals and concept design.
- **The Legal Registry Staffing Service:** Performed Facebook Ads audit, including but not limited to Ad Spend, Audience Insights Campaign Results.
- **Blackstone Agency:** Oversaw the implementation of a new product launch, which consisted of brand strategy, website content/design, as well as custom product packaging and product labels.
- **Destination Me:** Guided a motivational coach needing assistance in launching the business with marketing material by aiding with the initial logo concept, brochures, and promotional mailers.

Kasasa, Austin, Texas

DECEMBER 2021 – PRESENT

Senior Marketing Manager

The Senior Marketing Manager (SMM) serves as leader for the B2C Marketing Team. The SMM is responsible for the strategy, execution, and optimizations of performance marketing programs to deliver marketing revenue and growth opportunities to deliver annual recognized revenue goals. The Senior Marketing Manager will serve as a thought leader and cultivate a high level of expertise within each digital and direct channel and will ensure flawless delivery and execution. They will actively engage with client-facing team members and stakeholders, including client marketing managers (CMM) and client success managers (CSM) as a marketing subject matter expert (SME) responsible for ensuring marketing products and programs are being sold, supported and promoted appropriately to achieve corporate sales goals. The SMM will oversee a portfolio of marketing financial institutions and be responsible for providing consultation, performance analysis, and program recommendations to optimize performance and marketing revenue.

Selected Accomplishments:

- Supported Sales team with marketing training, and certifications to enhance conversations with new and current marketing clients.
- Created and launched annual marketing performance decks for the client facing teams to better report on the success and growth of marketing campaigns.
- Active member of Kasasa Love Fund.

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St. Luke's Cataract & Laser Institute, Tarpon Springs, Florida **Social Media Marketing Manager**

SEPTEMBER 2019 – DECEMBER 2021

Manage St Luke's social media marketing image in order to achieve marketing goals. Strategize short and long-term market forecasts and reports by directing market research collection, analysis, and interpretation of market data. Manage financial objectives by organizing budgets and scheduling expenditure, analyzing variances, and initiating corrective actions. Partner with HR, while assuming additional projects such as engaging with employees to generate posts for new job opportunities, teaching employee's simple and effective marketing tricks used for creating graphics for the Intranet, and developing new opportunities to celebrate employee successes in the workplace.

Selected Accomplishments:

- Enhanced St. Luke's brand reputation by answering reviews in a timely manner and ensuring Doctor profiles were up to date, increasing the overall reputation score of 678 vs. 566 prior to my employment.
- Launched an entire social media digital marketing cataract campaign totaling overall impressions of approximately 4.3M and clicks of 33K.

Designer Eyes Inc., Sunrise, Florida **Marketing Communications Manager**

February 2018 – February 2019

Wrote creative SEO-friendly content for both DesignerEyes.com and ShadesDaddy.com brands, which included blogs, product pages, brand experience pages, and celebrity sunglasses pages. Managed the design of an ecommerce website averaging more than one hundred visits per day with custom brand experience pages utilizing Shogun via Shopify. Aided in website migration for ShadesDaddy.com. Developed and produced email marketing campaigns with A/B testing, as well as unique holiday focused campaigns.

Selected Accomplishments:

- Supported Tier 1 digital design customer luxury brand eyewear experience page generating organic sales growth.
- Grew the company's Pinterest page to +115% in less than 30 days, and as a result generated a 5% increase in total sales.
- Merchandised +5000 product pages on both DesignEyes.com and ShadesDaddy.com, while creating custom brand pages.
- Created Landing Page campaigns that resulted with an increase of 35% online sales.

Swift Response LLC., Weston, Florida **Social Media Manager**

July 2015 – February 2018

Administered the creation of an effective editorial planning calendar and published relevant, original, and high-quality content. Implemented live social media activity by attending activations including NASCAR, Homeshows, and Air Shows. Created and executed a variety of successful geo-targeted Facebook ads to drive traffic into nationwide retail stores. Directed marketing strategy and implementation of social media marketing campaigns for As Seen on TV client Flex Seal. Developed and generated social media posts with clear tactical content to build Facebook engagement. Managed and monitored engagement on social media conversations based on demographics, keywords and hashtags.

Selected Accomplishments:

- Cultivated, mentored, and grew a social media team from 1 individual to 6 highly-skilled members, managing ensuring operations aligned with organizational objectives.
- Grew Facebook 131% in less than 3 years, achieving consistent year-over-year growth.
- Initiated and established brand awareness and positive online reputation through campaigns and contests with a new form of customer loyalty via swag bags.

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- Implemented influencer packaging allowing for clear brand guidelines and expectations while collaborating with affiliate bloggers and YouTubers.
- Developed advertising and promotions utilizing extensive knowledge of social media advertising to create “like” campaigns.

Additional Experience:

- **Social Media Coordinator | On The Ball Marketing, September 2014 – July 2015;** *Monitored and engaged in social media conversations based on the targeted demographics and keywords. Developed monthly content calendars to present to clients, which incorporated a variety of writing styles including daily posts, blogs, and email marketing campaigns.*
- **Online Marketing Analyst & Assistant SEO Manager | WR Moore Criminal Defense, March 2012 – July 2015;** *Directed the company’s strategy for managing a presence on blogs and social media pages including Google+, Facebook, and Twitter (et.al). Researched, developed and executed digital marketing campaigns, aiming for innovative ways to both identify and reach a target market of individuals in need of a criminal defense attorney.*

EDUCATION & CREDENTIALS

Bachelor of Science Specializing in Interior Design, 2012
Art Institute of Fort Lauderdale, Florida