
ALEX DALBY

CONNECT WITH ME
ALEXDALBY.COM



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LINKEDIN.COM/IN/ALEX-DALBY

OVERVIEW

Creative self-starter with a 360° understanding of the marketing pipeline. From strategy inception to conversion, I harness content, strategy, and design in a way that gets people engaged.

SKILLS

Storytelling • Content Strategy • Analytics • PR • Strategy Development • SEO • Social Media • Website design • Copywriting • Brand strategy • Video Production • Community Engagement • Networking

EXPERIENCE

CONTENT MARKETING MANAGER / UNITED WAY OF MASSACHUSETTS BAY

AUGUST 2019 - present

Responsible for online brand strategy through social media marketing designed to engage a network of donors, corporate partners and community agencies with the goal of building common will. Copywriting for all event, digital and development marketing needs. Video production for use at events and on social media.

SEO COPYWRITER / BAD PENNY FACTORY

2019

Responsible for the creation of thought leadership posts targeted to specific industries to boost SEO and increase searchability by strengthening website infrastructure through copy.

EMAIL MARKETING MANAGER / GO CITY

2017-2018

Managed national and international email marketing strategy. Responsible for overseeing creative team and creating campaigns. Designing and optimizing email journeys using A/B testing and analytics in addition to weekly, monthly and quarterly reporting.

Grew email marketing revenue 100% year over year for 5 months.

MARKETING CONSULTANT / POETHIQUE

2017-2018

Responsible for content strategy to build brand identity and SEO. Email marketing management including journey creation and segmentation.

MARKETING MANAGER / CASTLES UNLIMITED

2015-2017

Social media management, content creation including blog posts and videos.

Increased website traffic 400% in 6 months through content strategy.



PROGRAMS

Salesforce • Google Analytics •
Microsoft Office Suite • Adobe
Creative Suite • Wordpress • Email
Marketing CRMs

VOLUNTEERING

D ACRES PERMACULTURE FARM

2019

Volunteered at nonprofit educational homestead providing marketing consulting services, integrating hotel booking software into website and creating, stocking and managing new Farm Store.

CAMBRIDGE WOMEN'S CENTER

2017-2019

Volunteered in resource center for at-risk women and women experiencing homelessness. Donated new logo and helped develop social media presence. Managed house and day to day tasks and answered emotional support hotline.

TENACITY

2016

Coordinated reading program for a summer program focused on closing the achievement gap for underserved youth in Boston.

