

---

# ALEX DALBY

---

**ALEXDALBY.COM**



DALBYDALEX@GMAIL.COM



313-319-3696



LINKEDIN.COM/IN/ALEX-DALBY

---

## OVERVIEW

---

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

---

## SKILLS

---

Storytelling • Content strategy • Following emerging trends • Analytics software • Industry research • Tailoring sales pitch toward target demographics • Developing online marketing strategy • SEO • Social media marketing •

---

---

## EXPERIENCE

---

### **CONTENT MARKETING MANAGER / UNITED WAY OF MASSACHUSETTS BAY**

AUGUST 2019 - present

Social media management, content strategy, video production, copywriting for print and digital, social media analytics and reporting.

### **SEO COPYWRITER / BAD PENNY FACTORY**

2019

Thought leadership posts targeted to specific demographic designed to boost SEO, strengthening website infrastructure through copy.

### **MARKETING MANAGER / GO CITY**

2017-2018

Managed email marketing strategy and campaigns using Bronto from Oracle, designed and optimized email journeys using testing and analytics, weekly, monthly and quarterly reporting.

### **MARKETING CONSULTANT / POETHIQUE**

2017-2018

Content strategy, weekly blog posts geared toward target demographic, SEO strategy, email marketing management including journey creation and segmentation.

### **MARKETING CONSULTANT / JOBLETICS**

2016

Branding for software start up including logo design and pitch, social media strategy, copywriting for website.

### **MARKETING MANAGER / CASTLES UNLIMITED**

2015-2017

Social media management, content creation including blog posts and videos, increased website traffic 400% in 6 months using SEO and content strategy.

---



---

Website design • Copywriting •  
Brand strategy • Video production

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

---

---

## 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 homeless and low-income women, created new logo for non-profit and helped develop social media presence, managed house and day to day tasks, answered emotional support hotline.

### **TENACITY**

2017-2019

Coordinated reading program for summer programming focused on closing the achievement gap for underserved youth.

